

Audience funnel beat mapping exercise

Use the chart to plan coverage for your beat for different stages of the audience funnel. For each funnel stage, there is a place to write a definition specific to your organization, the key metric(s) your organization uses to measure engagement at that stage, and coverage topics and ideas that will appeal most to the audiences in that stage of the funnel.

TOP OF FUNNEL

General definition: Audiences who are new to our organization

Our organization's definition: [Write the definition here.]

Key metric(s) for measuring engagement: [For example, pageviews]

Coverage topics and ideas:

- [Write your ideas here]
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MIDDLE OF FUNNEL

General definition: Regular but not yet loyal and/or paying audiences

Our organization's definition: [Write the definition here.]

Key metric(s) for measuring engagement: [For example, pageviews per session]

Coverage topics and ideas:

- [Write your ideas here]
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BOTTOM OF FUNNEL

General definition: Audiences who are loyal and/or paying subscribers/members/donors

Our organization's definition: [Write the definition here.]

Key metric(s) for measuring engagement: [For example, visits per month]

Coverage topics and ideas:

- [Write your ideas here]
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