

## **Mission: Identify The Market Awareness and Sophistication Levels**

- Identify the market awareness starting point for your funnel
- List out where you will take them through the remaining stages
- Identify the market sophistication stage of your market
- List out best “moves” available to you
- Share answers in #business 101

My client has a videoclip course in Dutch where he takes you from start to finish on how to make a videoclip and goes into detail on every subject.

For a video clip course, which might teach video editing, content creation, or storytelling through video, the level of market awareness among prospective students often falls between **Problem Aware** and **Solution Aware** stages. Here's how these levels apply:

1. **Problem Unaware:** This group likely doesn't recognize the need to improve video skills. They may not yet realize how video can enhance their personal brand, marketing, or career. Reaching this audience involves creating content that shows how powerful and engaging video can be, perhaps through examples of successful video marketing or case studies.
2. **Problem Aware:** These people know they have a need—they might want to improve their video production skills for social media, work, or personal projects. They aren't actively seeking courses yet, but they're aware that improving their video skills could solve their broader problem, like boosting audience engagement or storytelling. Messaging here could highlight challenges like "Are your videos not getting the views they deserve?" to connect them to the idea that better skills can solve their issue.
3. **Solution Aware:** People in this group understand that a course could help them improve their video skills and are likely comparing different options. They're actively searching and comparing various courses, online tutorials, or video editing software resources. For this group, messaging should focus on the unique benefits of your course, like expert instruction, downloadable resources, community support, or exclusive industry insights.
4. **Product Aware:** At this level, they know your course specifically and are familiar with the benefits. They've seen testimonials, reviews, or previews and just need an incentive to buy. Emphasizing the unique outcomes of your course, testimonials from past students, or even time-limited offers can motivate them to make a final decision.

For a video clip course, many potential students are likely **Solution Aware**. They know that improving video skills is valuable and are considering different ways to learn. Marketing should therefore focus on highlighting what sets your course apart in teaching effective, high-quality video creation.

So I'm thinking of targeting his **current following** on **Instagram** through a **Social Media DM Funnel**. These people are in between **Problem Aware** and **Solution Aware**.

To move a **Problem Aware** audience all the way to **Product Aware** using a **Social Media DM Funnel on Instagram**, your strategy would ideally flow through the following stages:

### 1. Start with Engaging Content (Problem Highlight)

- **Objective:** Capture attention and get the audience to recognize that they have a problem that your course can solve.
- **Tactics:** Create short, visually engaging posts, Stories, or Reels that highlight common challenges your audience faces, like “Struggling to get views on your videos?” or “Wish your videos looked more professional?” Showcase tips or tricks, then end with a call to action (CTA) inviting them to DM you with questions or for more insights.
- **Example CTA:** “DM me ‘video tips’ if you want my top 3 strategies for boosting video quality instantly.”

### 2. DM Conversation: Acknowledge the Problem and Offer Value

- **Objective:** Initiate a personal conversation that acknowledges the problem and starts building rapport.
- **Tactics:** Respond to their message by validating their problem and offering a helpful tip or free resource, like a mini-guide, checklist, or short video tutorial. This should be valuable enough to show that you understand their needs and have a solution.
- **Example Response:** “Hey [Name], I totally understand the struggle of trying to create scroll-stopping videos! Here’s a quick guide with three hacks that can instantly improve your video quality.”

### 3. Probe for Pain Points and Challenges (Problem Deepening)

- **Objective:** Deepen the conversation to identify specific pain points.
- **Tactics:** After they’ve interacted with your initial resource, ask an open-ended question to understand their particular challenges.
- **Example Question:** “What’s the biggest challenge you’re facing with video creation? Editing, planning, or something else?”
- Tailor your responses to position your course as the solution for these pain points without a direct pitch yet.

### 4. Introduce the Course as a Solution (Solution Aware)

- **Objective:** Transition from problem identification to solution presentation by introducing your course as the best solution.
- **Tactics:** Explain how your course specifically addresses the challenges they mentioned, using real results, testimonials, or personal experience.
- **Example Message:** “That’s exactly what my course focuses on! [Your course name] teaches everything from planning, editing, and getting pro-quality results. Actually, one of my students recently went from struggling with editing to getting over 10k views on her first project. I think it could be a great fit for you.”

## 5. Showcase Unique Course Features (Solution Differentiation)

- **Objective:** Make your course stand out from other solutions they might be considering.
- **Tactics:** Highlight any unique aspects, like live feedback sessions, downloadable templates, or a supportive community that they can't get from other resources.
- **Example Message:** "A lot of tutorials show techniques, but my course includes real-world assignments and personal feedback on your projects so you actually improve. Plus, our community is always there for support, even after you finish the course."

## 6. Create Urgency and Provide a Clear CTA (Product Aware)

- **Objective:** Motivate them to act by creating a sense of urgency.
- **Tactics:** Mention limited spots, special bonuses, or a discount for enrolling soon. Include a CTA to make signing up easy, like sharing a direct link or booking a quick call.
- **Example Message:** "Enrollment is closing in [X days], and we only have a few spots left! If you sign up now, you'll get a bonus editing toolkit with ready-made templates to save hours. Here's the link to join!"

This DM funnel effectively moves them from recognizing their problem to understanding your course as a specific, actionable solution tailored for them, nudging them toward immediate action.

I've done **research** on **google** and the **different social media platforms** in **The Netherlands** and **Belgium** to look for **Videoclip courses**. I've seen **some courses** that **target** only **video editing** or **filmmaking**. I've **not come across** a **course** breaking down how to make a **videoclip** from start to end, but I'm not seeing it market enough.

That's why I think the current market in the Netherlands and Belgium is at Stage 3. There are college options that take 3 to 4 years to finish to become a filmmaker, but not a course that will give you all the ins and outs in 1/32th of the time.

## Stage 3: Competition & Sophistication Increases

- **Characteristics:** Multiple courses exist, and potential customers know video courses can help. They're likely looking for specifics, such as what each course offers and how they differ.
- **Best Moves:**
  - Emphasize **unique benefits** and **differentiators**: Highlight special features like a vibrant student community, expert feedback, or a structured learning path.
  - Create an **irresistible offer** by including extra value, such as downloadable resources, lifetime access, or personal feedback.

- Introduce a **guarantee** (like “learn it in 30 days or your money back”) to build confidence and reduce risk.