CARSOME

Top of Funnel Content Strategy

Hanim

The Audience

Primary: People who are unfamiliar with automotive but are looking for a trusted way to buy and sell pre-owned cars.

- Might or might not have heard of CARSOME
- Include people who are still considering new or pre-owned cars (B2C)

Secondary: Car enthusiasts

- Mostly have heard of CARSOME
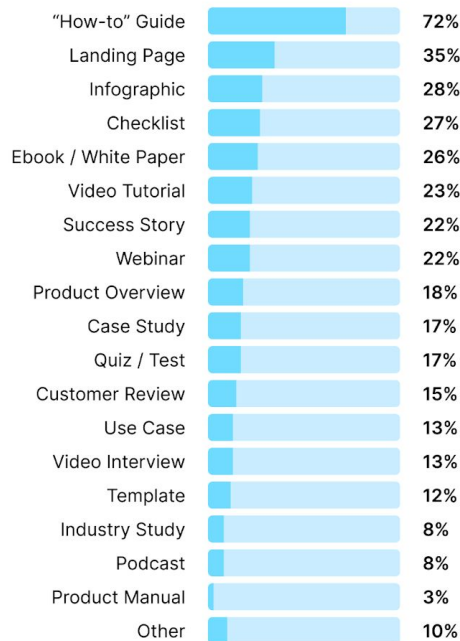- Have knowledge about cars, not here to learn the basics

Top-of-the-Funnel Content

What type of content works best in terms of attracting traffic?

"How-to" Guide	72%
Landing Page	35%
Infographic	28%
Checklist	27%
Ebook / White Paper	26%
Video Tutorial	23%
Success Story	22%
Webinar	22%
Product Overview	18%
Case Study	17%
Quiz / Test	17%
Customer Review	15%
Use Case	13%
Video Interview	13%
Template	12%
Industry Study	8%
Podcast	8%
Product Manual	3%
Other	10%

The most common "Other" responses include:
• Comparison Article   • Tips   • List Post

What metrics do you use to measure the effectiveness of content at the TOFU stage?

Number of Visitors	73%
Conversion Rate	54%
Time on Page	52%
Number of Leads	50%
Bounce Rate	33%
Social Shares	32%
Backlinks	20%
ROI / ROMI	14%
Comments	12%
Number of Payments	9%
Other	3%

What are the most efficient channels for attracting traffic to your content?

Organic Search	70%
Social Media Marketing	60%
Email Marketing	54%
PPC / Paid Advertising	40%
Influencer Marketing	20%
Content Syndication	14%
PR / Media Publishing	13%
Other	3%

Types of **blog content** that work best for top of the funnel:

- "How-to" guides
- Infographics
- Checklists
- Video tutorial
- Quiz/test

Channels:

- Organic Search - SEO effort
- Social Media - FB & IG
- Email - Content newsletter
- Backlink - Content exchange
- Main website - Web push

Content Pillars

Customer Pain Point

- To drive brand affinity and loyalty.
- To create awareness/ educate our audience.

Automotive Leader

- To drive industry thought leadership
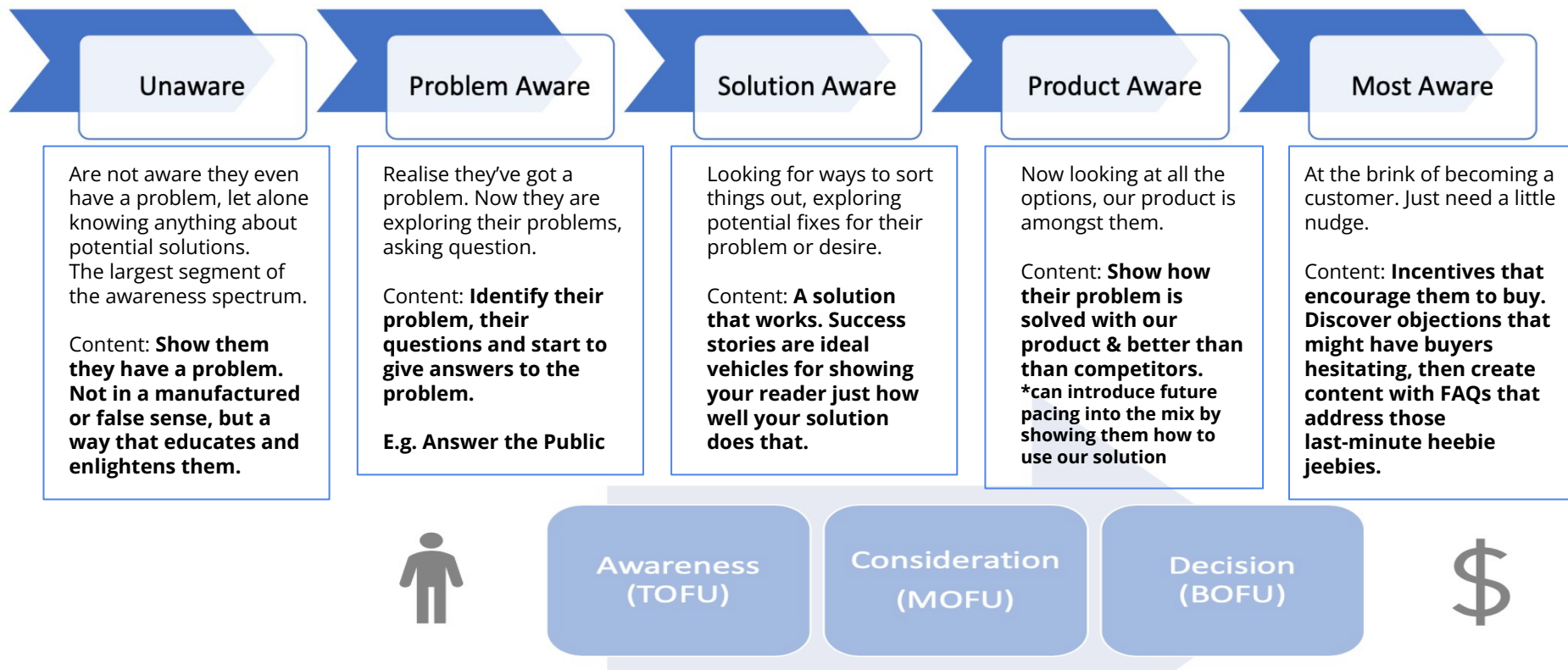- To drive top of mind (TOM)

Sales & Promotion

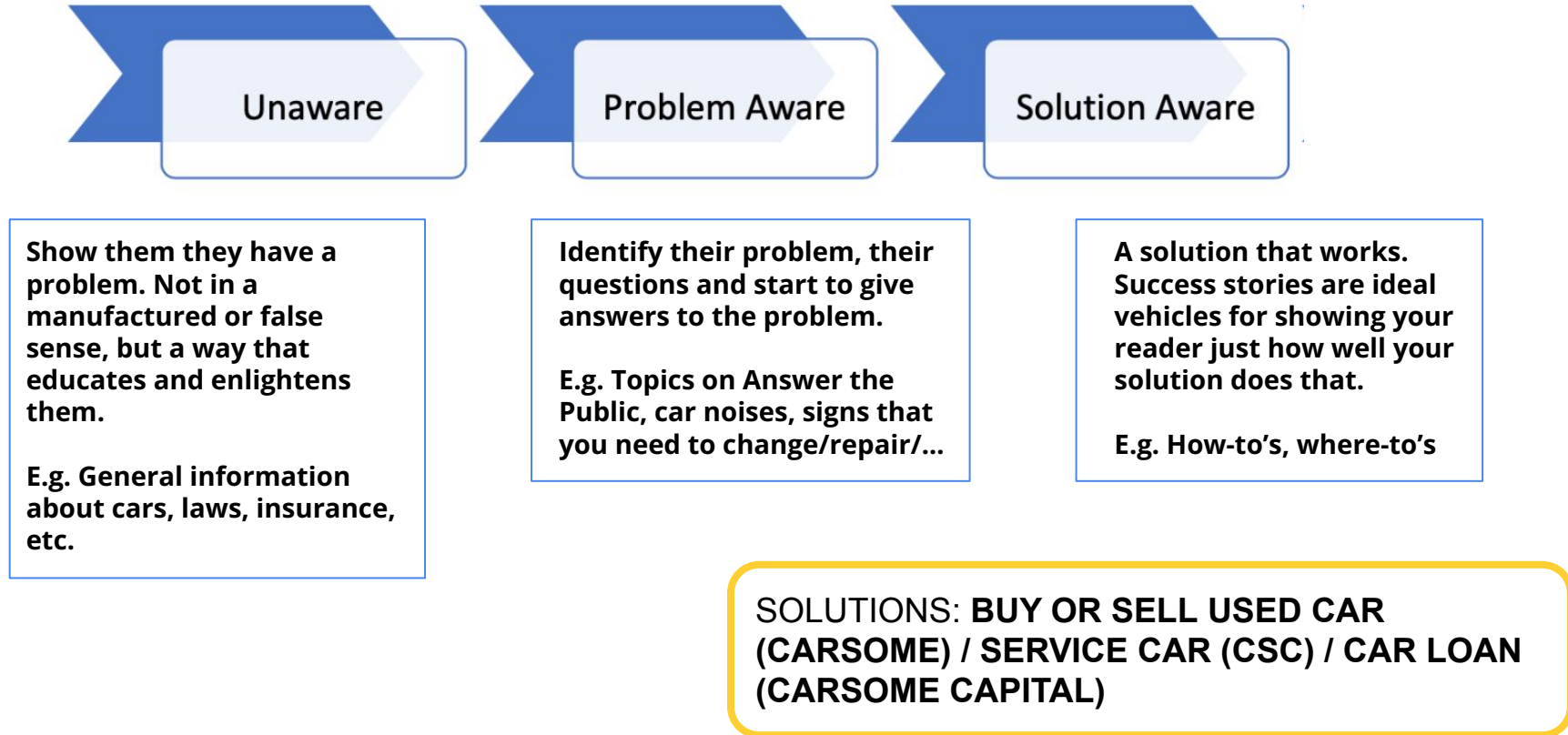- To support on-ground team to generate sales content

Humanizing the Brand

- To drive employer branding as a local company in each respective market

- To instil employee loyalty through UGC/EGC

Content Funnel Based on <u>Level of Awareness</u>

Unaware	**Problem Aware**	**Solution Aware**	**Product Aware**	**Most Aware**

Are not aware they even have a problem, let alone knowing anything about potential solutions.
The largest segment of the awareness spectrum.

Content: **Show them they have a problem. Not in a manufactured or false sense, but a way that educates and enlightens them.**

Realise they've got a problem. Now they are exploring their problems, asking question.

Content: **Identify their problem, their questions and start to give answers to the problem.**

E.g. Answer the Public

Looking for ways to sort things out, exploring potential fixes for their problem or desire.

Content: **A solution that works. Success stories are ideal vehicles for showing your reader just how well your solution does that.**

Now looking at all the options, our product is amongst them.

Content: **Show how their problem is solved with our product & better than than competitors.**
*can introduce future pacing into the mix by showing them how to use our solution

At the brink of becoming a customer. Just need a little nudge.

Content: **Incentives that encourage them to buy. Discover objections that might have buyers hesitating, then create content with FAQs that address those last-minute heebie jeebies.**

Awareness (TOFU)	Consideration (MOFU)	Decision (BOFU)

Content Funnel for TOF

Unaware	Problem Aware	Solution Aware

Show them they have a problem. Not in a manufactured or false sense, but a way that educates and enlightens them.

E.g. General information about cars, laws, insurance, etc.

Identify their problem, their questions and start to give answers to the problem.

E.g. Topics on Answer the Public, car noises, signs that you need to change/repair/...

A solution that works. Success stories are ideal vehicles for showing your reader just how well your solution does that.

E.g. How-to's, where-to's

SOLUTIONS: **BUY OR SELL USED CAR (CARSOME) / SERVICE CAR (CSC) / CAR LOAN (CARSOME CAPITAL)**

Types of content topics for TOF

General information about different types/classifications/categories of cars and the differences.

Tips and advice for **maintaining and repairing** cars, including do-it-yourself projects and when to bring a car to a mechanic.

Reviews and comparisons of different makes and models of cars, highlighting their features and performance.

Coverage of the latest automotive industry **news and trends**, such as new model releases, technology innovations, and industry events.

Educational content about the **history of the automotive industry and the evolution** of different vehicle types e.g. EV & self-driving cars.
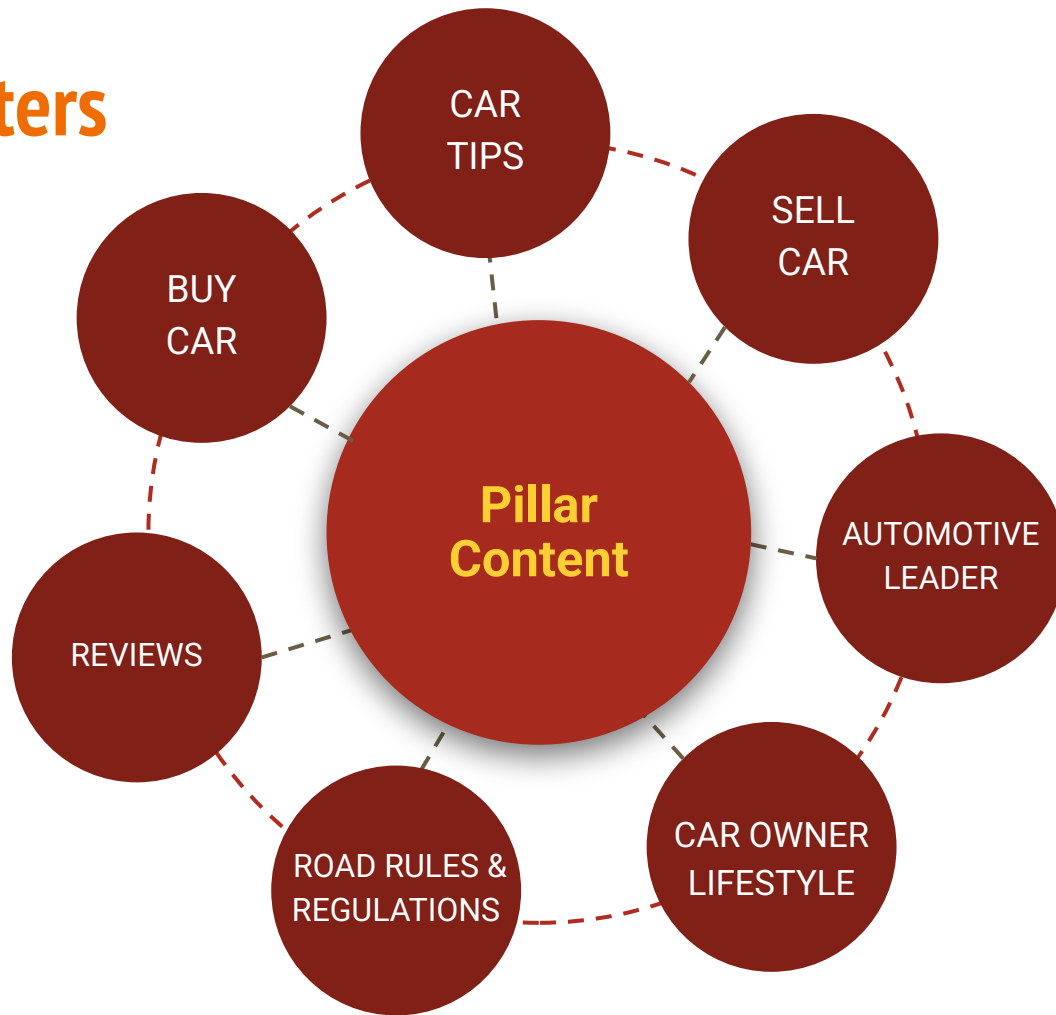
Cluster Topics

Clusters	Examples of Topics
Tips Kereta	- Kalau Kereta Anda Bergegar Semasa Memandu - Cuba Periksa 5 Komponen Ini, Cara Tak Nak Kena Tipu Di Bengkel Kereta
Beli Kereta	- Kereta Terpakai Atau Kereta Baharu, Mana Satu Pilihan Kalbu? - Ini Model Kereta Bajet Yang Paling Boleh Diharapkan Tahun 2022
Jual Kereta	- Pengalaman Lutfi Menjual Kereta Di Carsome Untuk Harga Berpatutan - Tanda-Tanda Sudah Tiba Masanya Untuk Menjual Atau Menukar Kereta Anda
Automotif / Teknikal	Selamat Ke Tayar Buatan Tahun 2019?
Ulasan	Review of BYD Dolphin
Undang-undang Jalan Raya Malaysia	- Ubah Suai Kereta Haram Di Malaysia - Baju Untuk Memandu Pun Nak Kena Ikut JPJ? - Kereta Kena Langgar Dari Belakang? Jangan Panik Dan Ikuti Langkah Ini
Gaya Hidup	6 Stereotaip Pemilik Kereta Yang Popular di Malaysia - Jangan Pergi Road Trip Untuk Healing Kalau Tak Lakukan 6 Perkara Ini! - Tabiat Pemandu Yang Paling Dibenci Oleh CARSOMErs

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↓ Views	Users	Views per user
763,648	544,912	1.40
vs. 763,714	vs. 551,423	vs. 1.38
↓ >-0.01%	↓ -1.18%	↑ 1.19%

↓ Views	Users	Views per user
763,714	551,423	1.38
18.68% of total	49.09% of total	Avg -61.95%