



A CTION FOR CLIMATE EMPOWERMENT



Training

Public Awareness

Public Participation

Public Access to Information

International Cooperation





Use marketing models for awareness raising

BUYER STAGE

MARKETING FUNNEL

CONTENT TYPES

RESEARCHING

CONSIDERING

DECIDING

BUYING

INFORM

Goal: Communicate:

Drive Brand Awareness Positioning | POVs & Thought Leadership Establish Credibility & Trust Solutions to Problems

INTRIGUE

Goal: Communicate:

Nurture & Drive Engagement Product / Service Details | Proof of Provide Important Details Success | Preview of Experience

CONVINCE

Goal: Communicate:

Persuade & Convert Selling Points | Tools for Making Combat Common Objections Decision | Compelling Offer

DELIVER

Build Advocates Results

Goal: Communicate: Satisfy | Retain Grafitude | Appreciation



Blogs / Articles Video Infographics **Event Photos**



Product Pages Case Studies / Testimonials **Ebooks / White Papers** Webinars



Demos / Free Trials Pricing Sheets Hard Sell Proof Points Custom Solutions Advocate Outreach



Paperwork Consultations **Training Sessions** Reports Rewards /Gifts



COVID19 Adaptation