

# Middle-Of-Funnel Facebook Marketing That Works: Using the Solutions 8 Matrix Method

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In our recent discussions, we explored top-of-the-funnel marketing strategies, which focus on reaching audiences who are just beginning to familiarize themselves with the brand. Today, we shift our focus to the middle of the funnel (MoFu), where the true magic of engagement transforms potential interest into tangible interest.

Here's a quick recap: We started by identifying audiences who were not yet familiar with the brand. Our initial approach involved introducing these potential customers to the brand's value proposition in a gentle, non-aggressive manner. This foundational phase is critical as it prepares the ground for more focused MoFu efforts, building on the initial awareness created.

## Implementing the Meta Advertising Matrix

After addressing the top of the funnel in our previous session, our focus today shifts to MoFu, where our main objective is to sell and strengthen brand engagement and present our products as viable solutions to the audience's needs.

Here's a step-by-step breakdown of how we enrich engagement through our middle-funnel strategy:

1. **Utilize Established Audiences:** Leverage audiences engaged in the early stages, such as those interacting on social platforms or viewers of promotional videos.
2. **Focus on Solution Awareness:** Aim to educate the audience that our offerings are solutions to their problems, focusing on nurturing rather than direct selling.
3. **Enhance Product Awareness:** Transition the audience from brand recognition to detailed understanding of our products and their benefits.
4. **Refined Targeting:** Use early-stage data to personalize messages for better engagement, enhancing audience knowledge and trust.
5. **Interactive Calls to Action:** Include actionable prompts such as "Shop Now" to encourage conversion while focusing on education and engagement.

## Harnessing Middle-of-Funnel Strategies with Real-World Application

In our exploration of effective MoFu strategies, we take a real-world example to illustrate how these can enhance brand recall and ensure efficient use of advertising budgets.

### Cost-Effective Brand Recall Campaigns

In this example, our MoFu campaigns demonstrate exceptional cost-effectiveness. For instance, the cost per thousand impressions (CPMs) in Australia is notably low at AUD \$4.81, which is approximately USD \$3. This efficiency allows for extensive audience reach without significant financial strain, maximizing the impact of each marketing dollar spent.

## Strategic Audience Segmentation

Our campaign setups include specific ad sets targeted regionally, such as separate ones for New Zealand and Australia. Within these setups, we employ precisely segmented audiences to increase relevance and engagement. For example, in Australia, one of the ad sets specifically targets individuals from a Klavyio-synced audience—those who have signed up for emails but have not purchased within the last 30 days.

## Engagement and Exclusion Criteria

We focus on users who have interacted with our brand, whether through Facebook engagement, video viewership, website visits tracked by pixels, or Instagram interactions, within the last 30 days. Importantly, we exclude recent purchasers to concentrate on nurturing potential customers who are yet to convert. This ensures that our messaging is timely and relevant, avoiding redundancy for those who have already converted.

## Broad Demographic Targeting

Our demographic targeting remains broad, encompassing various countries, ages, and genders. This approach stems from our confidence in the initial top-of-funnel (ToFu) targeting. By maintaining a broad demographic reach at the MoFu stage, we ensure that we do not miss potential customers who may engage differently than expected.

## Effective Audience Engagement

The size of our engaged audience fluctuates between 88,200 and 114,400, representing a substantial group of users with whom we've already made initial connections. These initial touchpoints significantly enhance the likelihood of successful brand recall.

Our goal in this phase is to strengthen and multiply these touchpoints, gently guiding potential customers closer to conversion without resorting to aggressive selling tactics.

We focus on ensuring that the MoFu serves as a robust platform for reinforcing brand awareness and guiding potential customers further down the sales funnel with enhanced brand recall and deeper engagement.

## How Does Google Ads Benefit?

At Solutions 8, the integration of our Facebook strategies with Google Ads campaigns, particularly in Performance Max (PMax) campaigns, plays a pivotal role in amplifying brand awareness.

This integration facilitates the seamless capture and transmission of vital interaction data—such as form submissions, product views, and page visits—directly to Google's algorithms during the awareness phase.

By enriching the data utilized for targeting, we improve the precision of our ad placements, thereby enhancing customer engagement. This strategic maneuver ensures that our ads are not only more visible but also more effectively aligned with potential customers' interests and behaviors, maximizing the impact of each ad.

# A Client Example of Effective Ad Content

## Refining Customer Education and Addressing Specific Pain Points

In the MoFu, our strategy evolves from fostering broad brand awareness to a more focused educational approach concerning the specific attributes and benefits of our products. This phase is pivotal in addressing prevalent industry pain points and educating potential customers on how our products can resolve their unique challenges. For instance, with our water filter brand, this stage involves in-depth explanations of how the filters operate, ensuring customers grasp the significant health benefits and value of having clean, filtered water at home.

## Tailored Messaging and Direct Problem-Solving

Some potential buyers might have encountered substantial issues with other brands, such as complex assembly processes or ineffective chemical removal. At the second touchpoint, we address these specific concerns head-on, potentially triggering immediate purchasing decisions without the need for further deliberation.

## Building on Brand Foundations for Deeper Engagement

At the top of the funnel, our focus remains broad, aiming to familiarize potential customers with the brand's history and extensive product range. This groundwork is essential for fostering deeper engagement as we move into the MoFu, where the specificity of our messaging becomes critical.

We collaborate closely with brand owners to identify the most common questions and concerns raised by their customers, whether through support desks or social media interactions. This feedback is invaluable, directing our content creation to ensure it confronts real user issues head-on.

## Leveraging Successes with Targeted Selling Propositions

Our strategies capitalize on recent successes by emphasizing unique selling propositions (USPs) that directly cater to consumer needs and pain points. For example, a campaign conducted in February 2024 for our water filter client showcased major selling points such as ease of installation, the brand's long-standing 40-year presence in the industry, and endorsements from credible sources including healthcare professionals. These features are carefully selected to resonate with specific customer interests and needs, enhancing the effectiveness of our marketing efforts.

## Effective Video Content Strategy for Complex Products

Our content strategy leverages video to demystify complex products in a simple and engaging manner. For example, demonstrating the ease of installation and use of water filters addresses a common barrier—the perceived complexity—and significantly enhances conversion rates. A standout video that illustrates the straightforward setup of a water filter achieved an impressive 14.49% return on ad spend (ROAS), demonstrating that clear, informative content can dramatically increase customer confidence and drive purchases.

## Highlighting Product Efficacy Against Common Concerns

Another advertising effort focuses on a prevalent consumer worry—the extensive chemical treatment in local tap water. This ad educates viewers about the up to 50 different chemicals typically found in tap water and positions our water filters as effective solutions capable of removing 99% of contaminants, including sediment, rust, and bacteria. The potent combination of this informative message and endorsements from satisfied customers substantially enhances the ad's impact.

## Leveraging User-Generated Content for Authenticity

To further authenticate our claims, we incorporate user-generated content (UGC) into our strategy. One ad features a video of a customer discussing the benefits of the water filter, coupled with another showcasing effortless installation, both augmented with positive customer reviews. Although these ads are primarily designed for awareness, they also generate substantial organic engagement, thus amplifying our reach without incurring additional costs.

## Strategic Calls-to-Action in Ad Content

Our advertisements maintain a 'Shop Now' call-to-action (CTA). While most viewers at this stage may not be ready to make a purchase, the compelling content of the ads can persuade a significant subset to act immediately. This strategy ensures that we capture both potential and immediate buyers at an opportune moment.

## Building Trust Through Relevant Content

Our approach is meticulously designed to avoid overwhelming potential customers with irrelevant information. Showcasing product assembly is impactful only if the audience has shown an interest in the product. By aligning our content with the audience's specific interests and needs, we foster deeper engagement and trust, which are essential for moving them further down the sales funnel. This thoughtful alignment helps ensure that our communications are both relevant and effective, building a foundation for long-term customer relationships.

## Capitalizing on Brand Experience to Foster Credibility

Another pivotal aspect of our strategy involves highlighting the brand's long-standing expertise and commitment to quality. For brands with significant history, such as those boasting over 40 years of research and development in water filtration, we emphasize this experience to differentiate them from fleeting competitors. This not only reassures potential customers about the product's reliability but also reinforces the brand as a trustworthy and established entity in the market.

## The Role of Multi-Touchpoint Engagement

Recognizing that customer journeys vary widely, our campaigns are designed to interact with potential buyers at multiple stages of their decision-making process. From initial brand awareness to detailed product interactions, each touchpoint is an opportunity to build trust and affirm the brand's value. For some customers, it might take multiple engagements to establish sufficient trust to make a purchase, especially for higher-priced items. Our strategy accommodates this diversity in consumer behavior, ensuring that we meet potential customers exactly where they are in their purchase journey.

## Applying Middle of Funnel Strategies Across Different Industries

The methodology we employ in the MoFu is adaptable across various industries. For example, another client from Solutions 8, specializing in fishing tackle and accessories, demonstrates how tailored the middle-of-funnel content needs to be. Initially, we identify the customer's interest in specific types of fishing during the top-of-funnel phase—be it freshwater, saltwater, or particular fishing seasons. This segmentation ensures that when customers reach the middle of the funnel, they receive content and product recommendations aligned with their specific fishing interests, enhancing relevance and engagement.

## Leveraging Data to Inform Targeted Engagement

The transition from top to middle funnel is about leveraging data collected from initial interactions to refine and personalize the marketing messages. This strategy mirrors the traditional strengths of platforms such as Facebook, which excelled in placing relevant ads based on user behavior. As users become savvier about online advertising, our approach helps maintain the illusion of serendipity and relevance by ensuring the ads they see feel tailored to their interests and current needs. This precision in targeting helps to pre-qualify leads, ensuring that by the time they reach the middle of the funnel, they are presented with solutions that feel both bespoke and highly relevant.

This method also leverages Meta's proprietary data—information gleaned from user interactions within their platforms, which they control fully and don't require user permissions to utilize for marketing purposes. This is a crucial asset as it allows brands to retarget based on reliable data that isn't affected by external privacy settings or tracking limitations, enhancing the effectiveness of our targeted advertising campaigns.

## Strategy for Audience Creation and Retargeting

Initially, retargeting was predominantly about targeting people who had visited your website or added items to their cart, expecting direct conversions from these interactions. This approach typically aligns with what one might consider bottom-of-funnel strategies where the conversion expectation is immediate and direct. However, the shift from simply retargeting website visitors to focusing on audience engagement marks a significant evolution in funnel management.

Although the primary goal at this stage is not direct conversion, it involves retargeting the audiences created from initial interactions. These audiences are segmented based on their engagement levels, such as video views or website interactions, and are further targeted with tailored content in the middle of the funnel. This strategy emphasizes nurturing potential customers by building deeper engagement rather than pursuing immediate sales.

## The Advantage of In-App Data

Utilizing in-app data for retargeting not only ensures compliance with privacy regulations but also proves to be cost-effective. Keeping the audience within the app for retargeting purposes reduces costs compared to strategies that drive traffic outside the app. It not only saves on expenses but also targets a more qualified and engaged audience. For instance, the example of the water filter brand demonstrates how a warm audience of in-app data, subscribers, and website visitors—excluding those who have already made purchases—can form a substantial group ready for further engagement and potential conversion.

## Systematic Results Across Different Funnel Stages

This methodical approach from top of funnel through to middle of funnel is consistently effective across various clients. While specific performance metrics may vary, the strategic flow tends to yield systematic results. The engagement data collected at the top of the funnel feeds into the middle, where it is used to refine targeting and enhance the relevance of the messages being presented. This progression ensures that by the time potential customers reach the bottom of the funnel, they are well-acquainted with the brand, significantly warmed up for conversion actions, and more likely to respond positively to direct sales efforts.

## The Impact of a Unified Advertising Strategy

The Matrix system is designed to enhance Google Ads by creating a robust foundation of audience engagement through other channels. This holistic approach has become particularly effective in 2024, as Facebook's algorithms have stabilized, allowing for more predictable and impactful outcomes in conversion campaigns. The result? One brand owner reported the best ROAS he had experienced in two years, solely attributed to the integration of this strategic advertising matrix.

## Direct Searches and Brand Awareness

This system's efficacy is not just about improving visibility or engagement—it fundamentally changes how potential customers interact with the brand. Instead of approaching the brand cold, customers are now encountering the brand with a prior understanding or interest, often leading them to initiate direct or brand-specific searches. This warm engagement is a direct result of strategically feeding audience data from Klaviyo back into Google, as well as leveraging the synergies between Google and Meta platforms, thereby creating a self-sustaining cycle of high-quality traffic and conversion rates. This strategic framework is designed deliberately to cultivate such outcomes, ensuring that every element of the advertising strategy is aligned and contributing to the overarching goal of enhanced ad performance and ROI.

## Strategic Budget Allocation in Advertising Funnels

In digital marketing, a key question often revolves around the optimal budget allocation for advertising campaigns, particularly how much should be dedicated to top- and middle-funnel activities. We typically advise allocating about 20% of the overall daily Facebook advertising budget to these stages—10% each to the top and middle funnels. This strategy effectively builds engagement and awareness without exhausting resources disproportionately on any single stage of the customer journey.

The initial budget allocation may vary based on the brand's history and digital presence. A more aggressive investment might be necessary at the top and middle funnels for newer or previously inactive brands to establish a strong audience base, laying a solid foundation for future retargeting and conversion efforts.

## Actionable Checklist

- Set up top-of-funnel campaigns on Facebook and Instagram to build brand awareness and create audiences.
- Use the audiences engaged from the top-of-funnel campaigns (e.g., viewed videos, website visitors, email subscribers) to create the middle-of-funnel campaigns.
- In the middle-of-funnel campaigns, use creatives and messaging that address common pain points, unique selling propositions, and product features/solutions.
- Optimize the middle-of-funnel campaigns for brand recall and awareness, not direct conversions.
- Test different creative angles and messaging to see what resonates best with the audience.
- Include a "Shop Now" CTA button, but don't make it the primary focus at this stage.
- Exclude recent purchasers from the middle-of-funnel audiences to avoid remarketing to them.
- Keep targeting broad (country, age, gender) since you're reaching engaged audiences.
- Create new audiences from the middle of the funnel based on engagement (e.g., viewed content, added to cart) to use for bottom-of-funnel campaigns.
- Allocate around 10% of the overall daily ad budget to the middle-of-funnel campaigns.