The Linear Funnel

A new model…

"Treat the buyer's journey as a playground: people can enter and exit as they desire, they can go in any order, and they can engage with the content the "wrong" way."

———————

Ashley Faus, Marketer and Playground Enthusiast
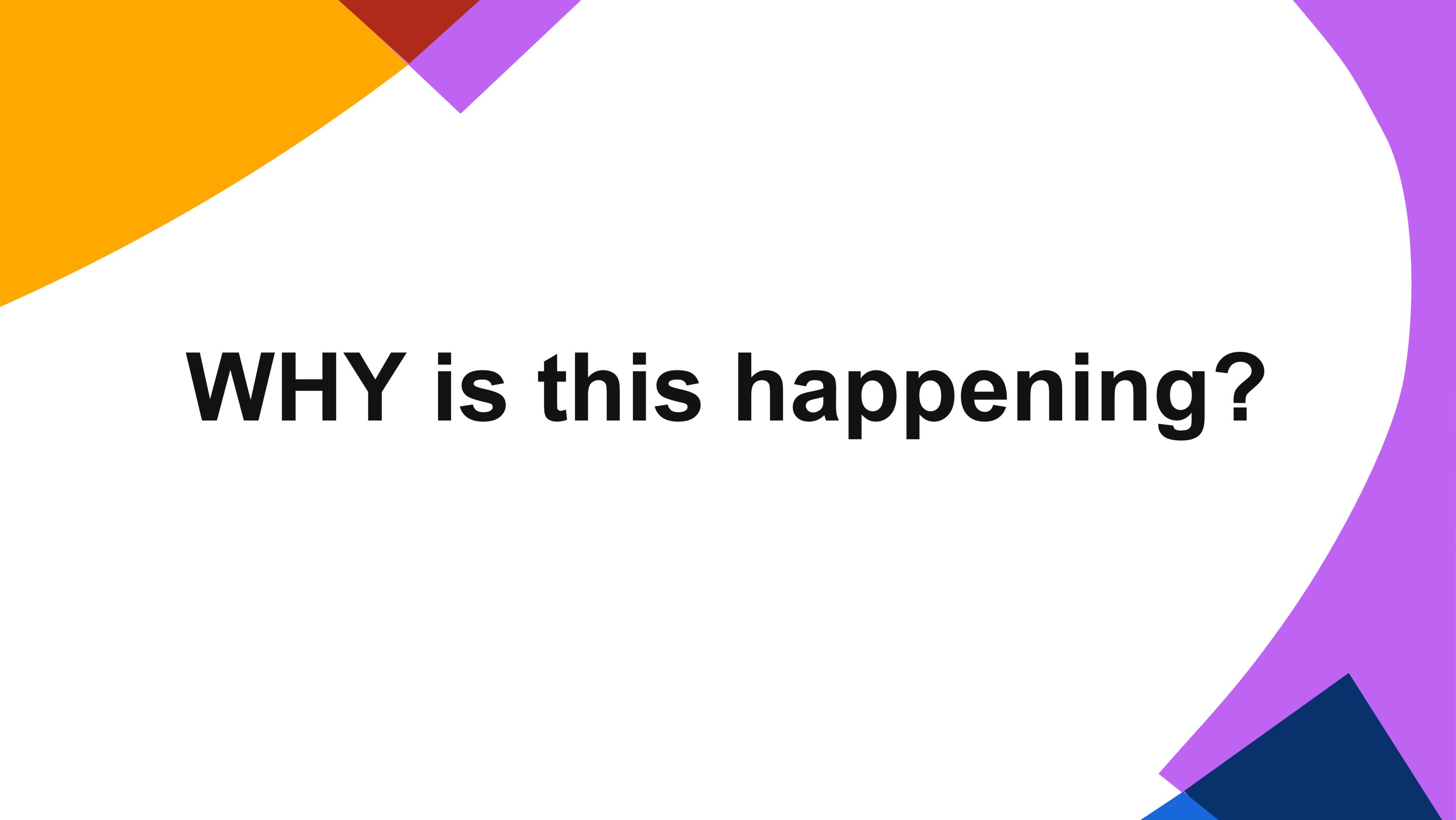
WHY is this happening?

Trends Impacting the Journey

More Complex Buying Cycles

Declining Trust
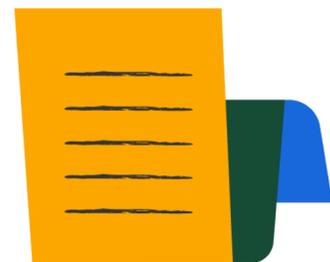
Zero-Click Content
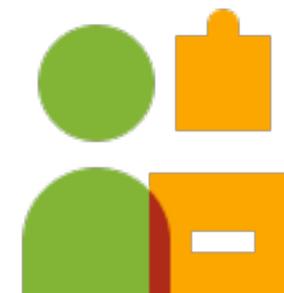
AI… Everything
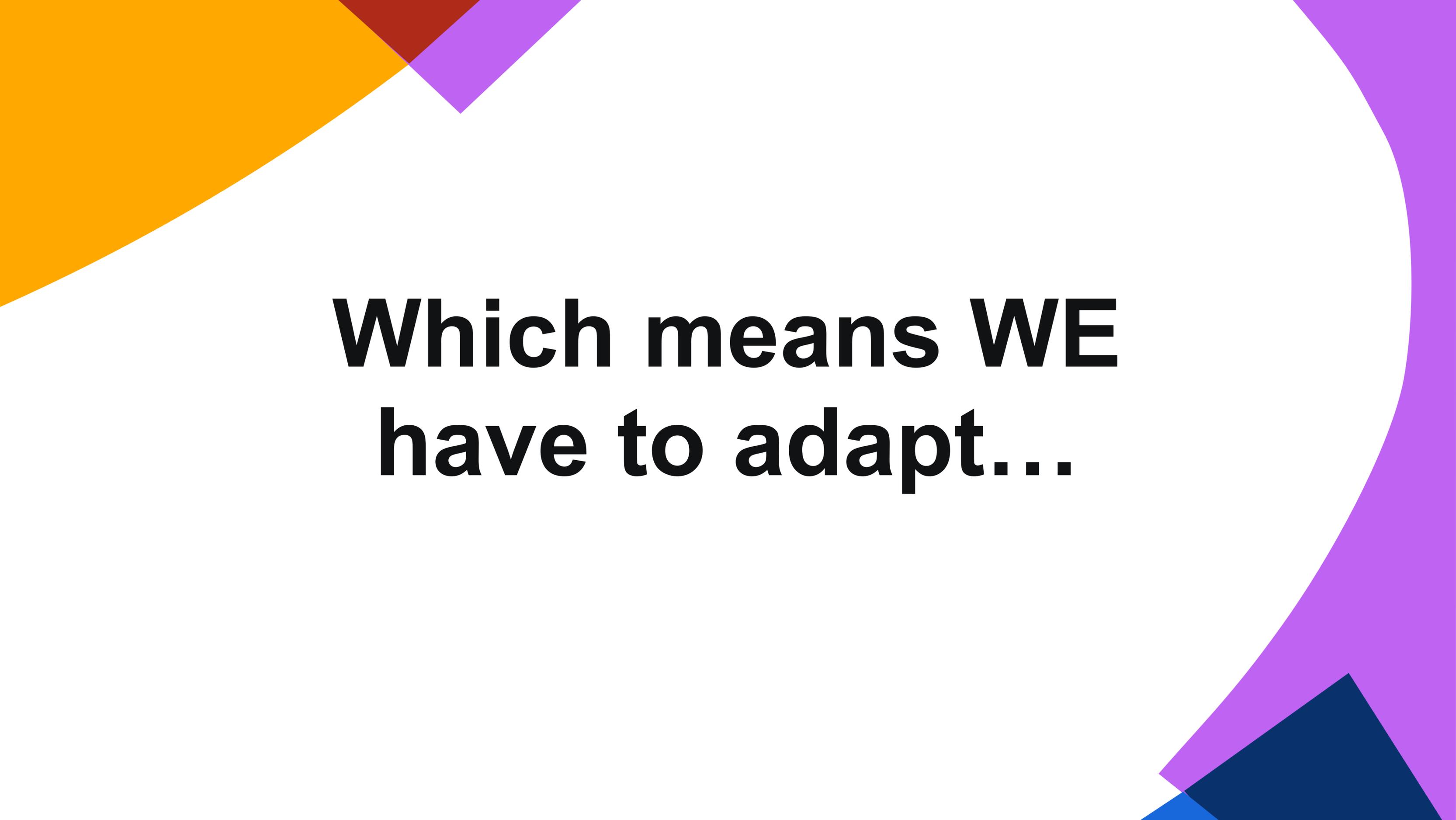
Which means WE have to adapt…
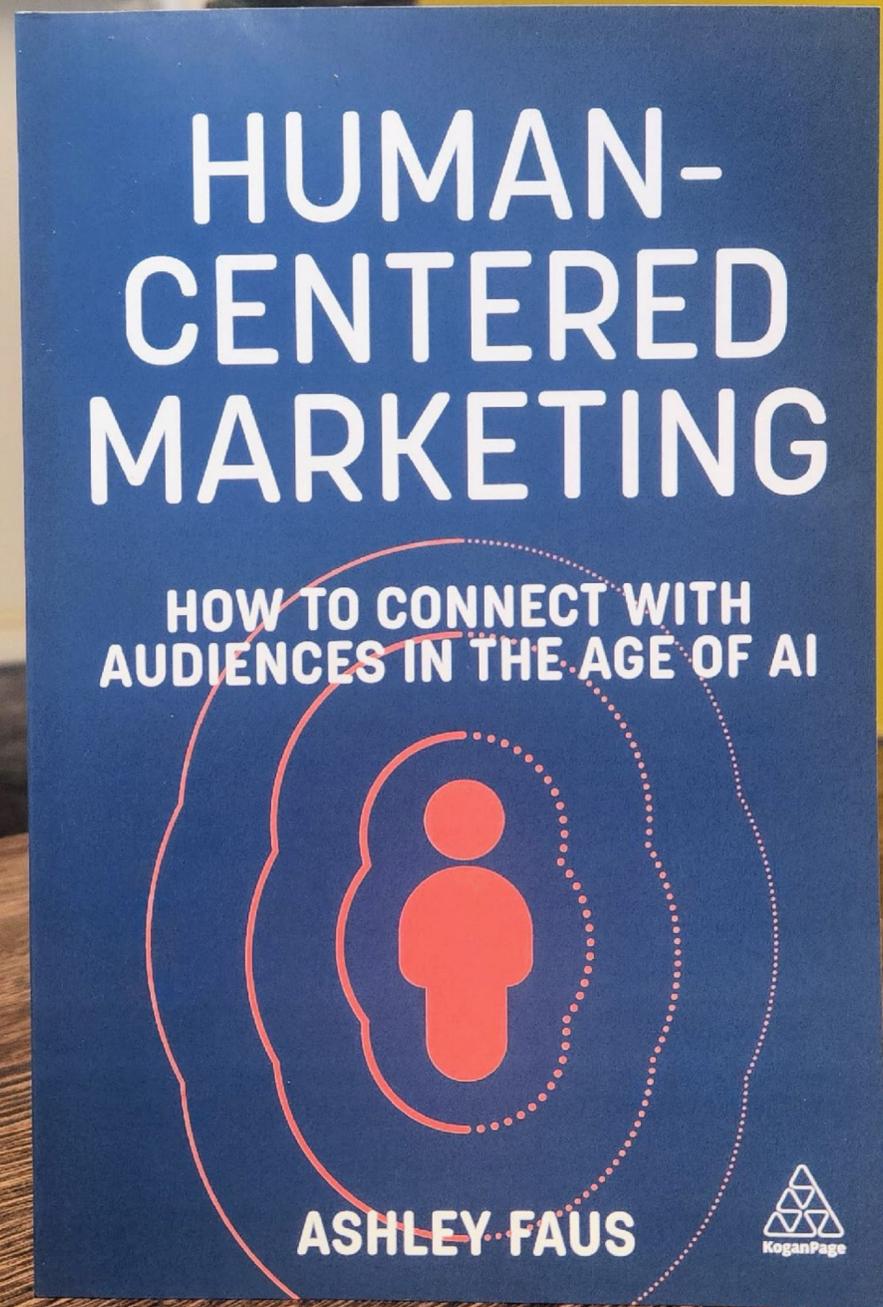
What we say

Who says it

Where we say it

How we measure

What We Say:

Foundations of the Playground

A Complex Buying Cycle

86% of enterprise buyers shortlist products
they've heard of before starting research

Buyers don't engage until they're
69% through their journey

85% establish purchase requirements
before contacting a seller

Buying groups now include an average
of **10-11 stakeholders**

Marketers can't rely on a simple funnel

Content Depths

+

Intent
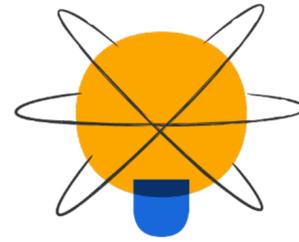
Content Depths

Conceptual
Theoretical and philosophical in nature, focus on the "what" and the "why" of the idea.

Content Depths

Content Depths
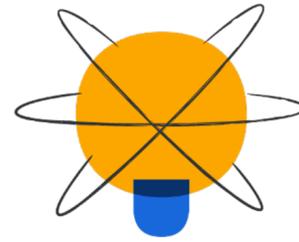
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Theoretical and philosophical in nature, focus on the "what" and the "why" of the idea.
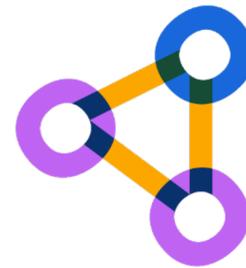
Strategic
Focus on the process, tools, and key knowledge components that must be included to make the conceptual ideas a reality.

Content Depths
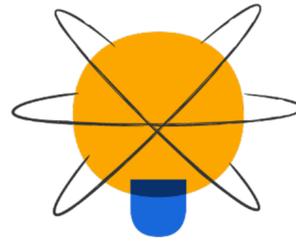
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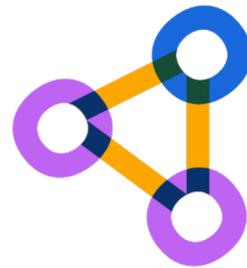
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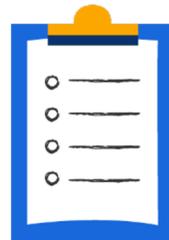
Tactical
Prescriptive, step-by-step instructions, and specific exercises to help the audience implement the conceptual and strategic ideas.

Real-world Example: Fitness

What does it mean to be healthy and fit?
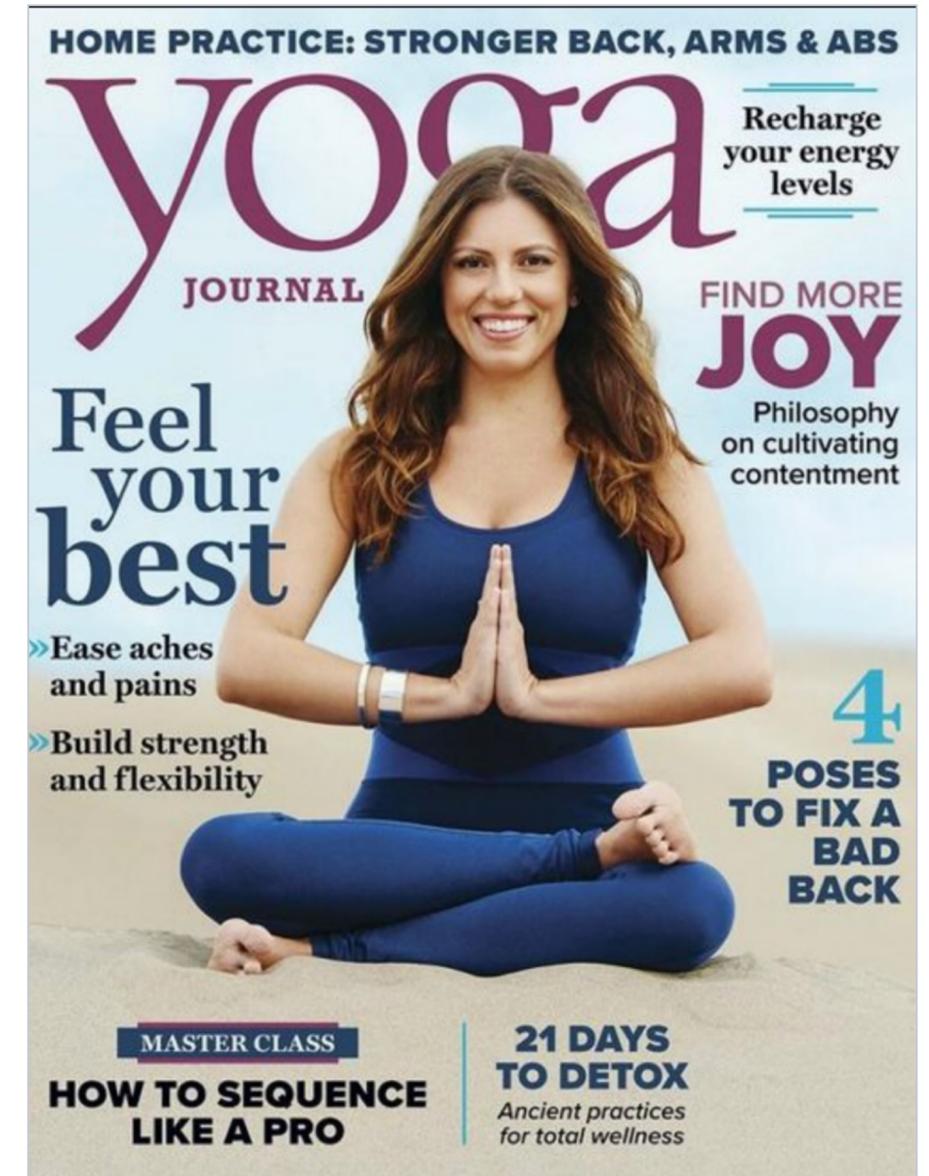
Conceptual

High-protein diet
Big, strong muscles

Strategic

Good form when lifting
Different sources of protein

Tactical

10 Tips to Build Bigger Biceps

5 Chicken Dinners to Try this Week
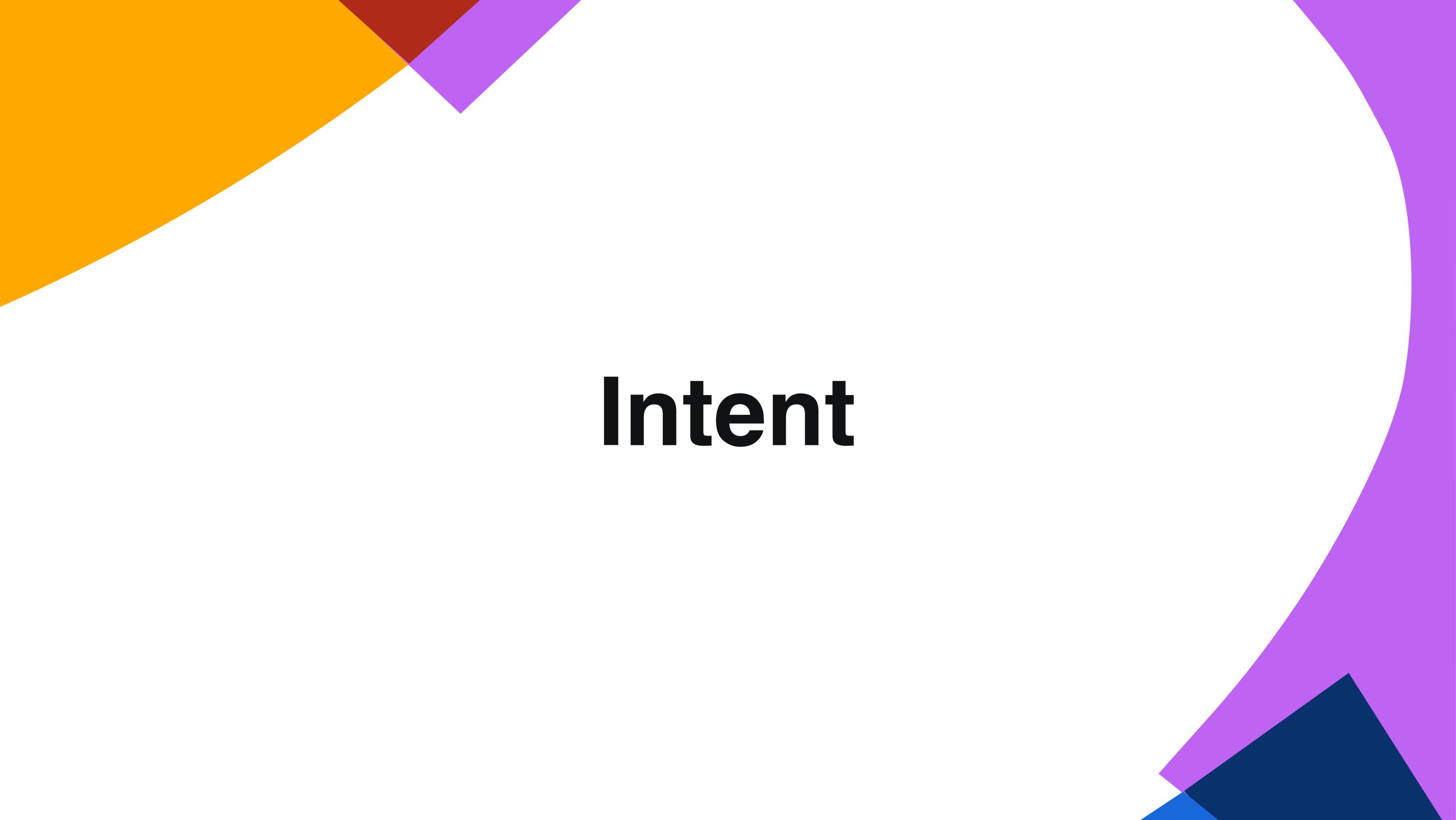
Intent

Statements we've all made…

The product tour teaches people about our features, therefore, it's educational.

This tutorial teaches people how to use a feature, therefore, it's educational.

This eBook teaches people about why our cloud products are more secure than on-premise products, therefore, it's educational.

Statements we've all made...

*The product tour teaches people **about our features**, therefore, it's educational.*

*This tutorial teaches people **how to use a feature**, therefore, it's educational.*

*This eBook teaches people about **why our cloud products** are more secure than on-premise products, therefore, it's educational.*

"Educational" content is **NOT** the "best" content

The **best content** meets the needs of the **audience**

Trust or Affinity

Content that generally builds a sense of trust and affinity at a higher level.

Intent
+
Next Action

Intent
+
Next Action

Trust or Affinity

Content that generally builds a sense of trust and affinity at a higher level.

Buy

Any content that pushes the person to take action to purchase our products or services.

Intent
+
Next Action

Trust or Affinity

Content that generally builds a sense of trust and affinity at a higher level.

Buy

Any content that pushes the person to take action to purchase our products or services.

Use

Any content that pushes the person to take action in the product or engage in the services.

Intent
+
Next Action

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Content that generally builds a sense of trust and affinity at a higher level.

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Any content that pushes the person to take action to purchase our products or services.

Use

Any content that pushes the person to take action in the product or engage in the services.

Help or Remediation

Any content that enables the user to troubleshoot a problem.

Intent
+
Next Action

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Any content that pushes the person to take action in the product or engage in the services.

Help or Remediation

Any content that enables the user to troubleshoot a problem.

Learn

True learn-intent content only requires the consumer to think about what they've consumed.

You're not **tricking anyone** into buying anything!

Explicit CTAs = Explicit Intent

My CTA to you:
Stop using "Learn More"

CTAs by Intent

Trust or Affinity
Read More
Watch Video
Share

Learn
Share
Explore More Resources
Download (free, un-gated)

Buy
Sign Up
Request a Proposal
Contact Sales

Use
Log in
Book Office Hours
Install

Help or Remediation
File a Ticket
Ask a Question
Contact Account Manager

Real-world Example: Atlassian Team Playbook

Tactical Buy

Strategic Learn

ATLASSIAN

Products ⌄   Solutions ⌄   More +

Get it free ⌄

Team Playbook   All Plays   **Why Team Playbook**

TRUSTED BY 10,000+ TEAMS

Accelerate success with our Team Playbook

Atlassian's research-backed Plays make it easy to come together to solve meaningful challenges.

Explore Plays →

Proven Plays from the leader in effective teamwork

Improved performance

Running Plays regularly can improve team performance by 15-20% (Lievens & Sackett, 2017).

See Play recommendation quiz ↗

Increased effectiveness

Teams with clear goals are 4.5x more likely to collaborate effectively and get work done faster (Teamwork Lab).

See goal alignment Plays →

Faster progress

When teams plan and track work in consistent ways, they can devote 13% more time to the work that matters (Teamwork Lab).

See plan & track work Plays →

Tactical Learn

Tactical Use

Instagram

Search

Explore

Reels

Message

Notificati

Create

Profile

More

HOW TO

Make Your Goals 5X More Effective

helps teams become about five times
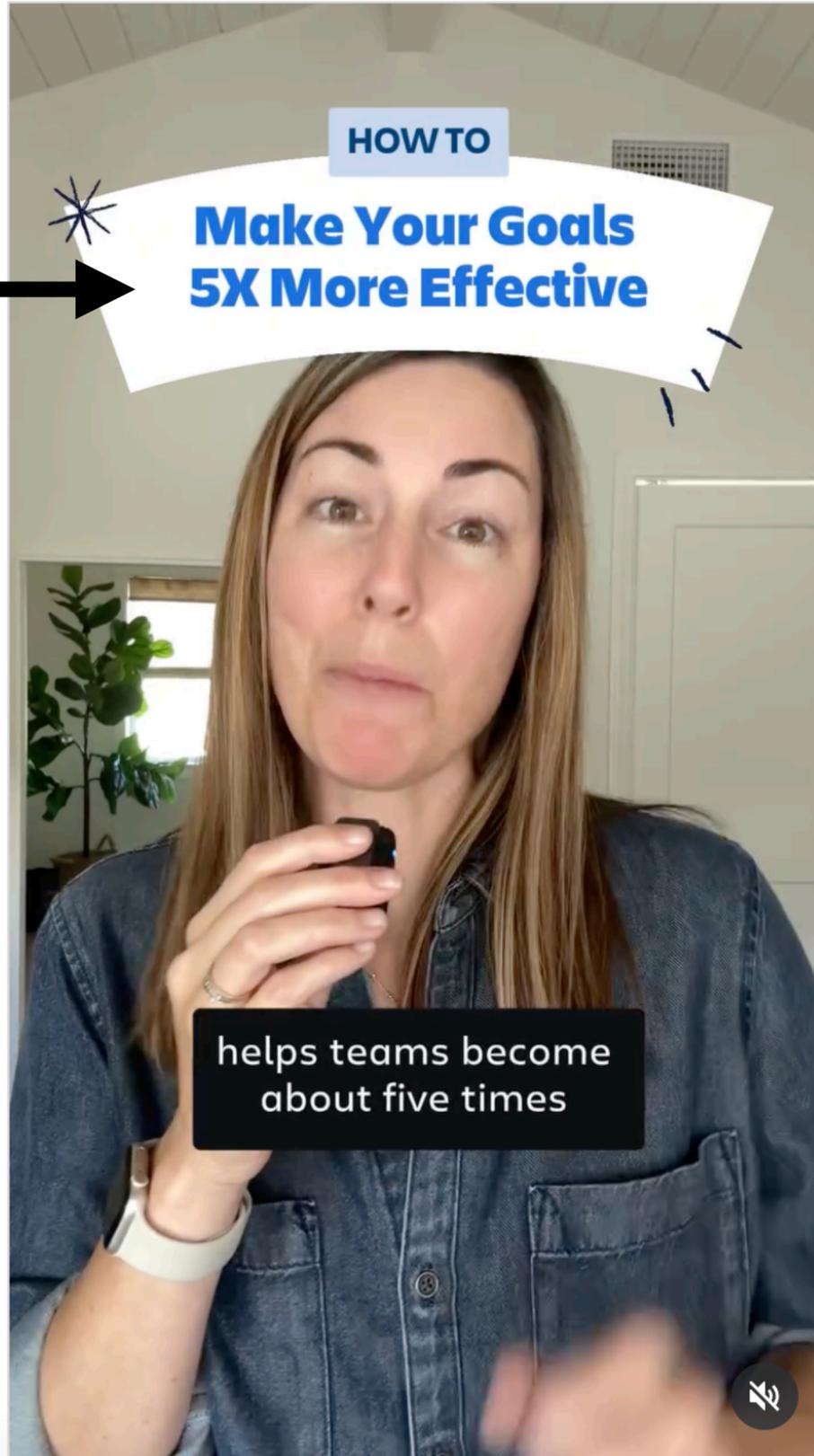
atlassian ✓ · **Follow**
Original audio

atlassian ✓ 18w
Want your team to become about 5 times more effective? 📈

Save this framework that doesn't just show what to do - it shows what to ignore. Game-changing for busy teams! 🎯

No comments yet.

Start the conversation.

56 likes

February 5
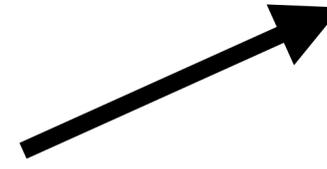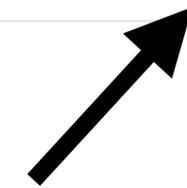
Add a comment...

Who Says It:

Building Trust in the Playground

People trust people like themselves

Dispersion of Authority: Peers on Par With Scientists

Percent trust

GLOBAL 26 Excl China, Saudi Arabia

Distrust (1-49)   Neutral (50-59)   Trust (60-100)
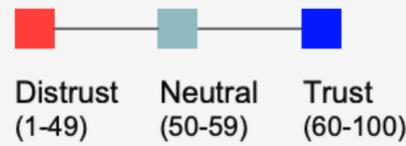
I trust each to tell me the truth about **new innovations and technologies**

74	74	66	54	51	47	45
Scientists	**Someone like me**	**Company technical expert**	**NGO representatives**	**CEOs**	**Journalists**	**Government leaders**

Scientists and Teachers Trusted More Than Institutional Leaders

Percent trust to do what is right

GLOBAL **27** excl. Sweden

Distrust (1-49) Neutral (50-59) Trust (60-100)

− 0 + ○ **Significant change**

	Scientists	Teachers	My CEO	Citizens of my country	My neighbors	CEOs	Journalists	Government leaders
Value	77	75	67	64	61	53	52	47
Change, 2024 to 2025	0	0	-3	0	-2	0	+1	+3

People buy from people they trust

ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

Global 27

Global 7

58%

**Buy or advocate
for brands**
based on their beliefs
and values

60%

**Choose a place
to work**
based on their beliefs
and values

64%

Invest
based on their
beliefs and values

88%

of **institutional investors**
subject ESG to the same scrutiny
as operational and financial
considerations
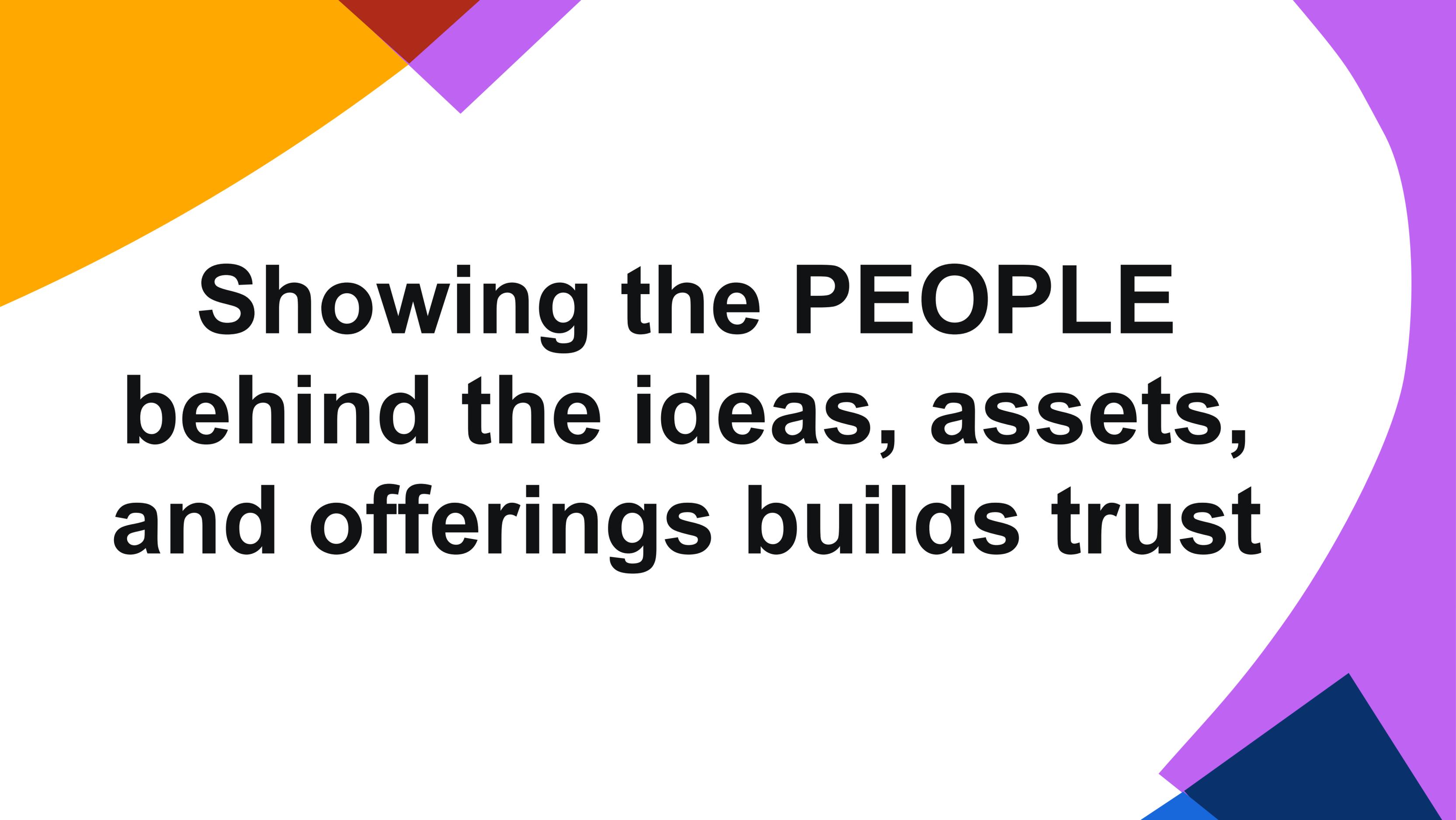
Showing the PEOPLE behind the ideas, assets, and offerings builds trust

But... how do we choose which people? 😅

Questions to Ask

Goals

What outcomes are you trying to drive? Which metrics will you measure?

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What outcomes are you trying to drive? Which metrics will you measure?

Audience

Who is your audience? Are they internal or external? What are their pain-points?

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Goals

What outcomes are you trying to drive? Which metrics will you measure?

Audience

Who is your audience? Are they internal or external? What are their pain-points?

Gaps

What gaps in content do you have? What capabilities do you have in-house?

Assessment Pillars

Credibility	Profile	Prolific	Depth of Ideas
Expertise/authority treated as source/original material	Big company or title, "celebrity" in your topic area	Long- and short-form content in multiple channels	Pioneering new methods, and/or re-defining concepts
↑	↑	↑	↑
Unquestioned knowledge of source material	Field-level, regional, or other peer recognition	Limited to a few channels and/or types of content	New strategies, structures, and/or processes
↑	↑	↑	↑
Must cite source material to support claims	No/limited reach of ideas, limited impact of work	No/few distribution channels, single type of content	New tactics, execution-focused proof points

Subject Matter Expert

SMEs help explain how to solve problems, troubleshoot, and educate on existing solutions.

B2B
Creators

Assessment Pillars: Subject Matter Expert

Credibility	Profile	Prolific	Depth of Ideas
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B2B Creators

Subject Matter Expert
SMEs help explain how to solve problems, troubleshoot, and educate on existing solutions.

Influencer
Influencers help you reach a new audience, focusing on existing solutions or incremental improvements.

Assessment Pillars: Influencer

Credibility	Profile	Prolific	Depth of Ideas
Expertise/authority treated as source/original material	Big company or title, "celebrity" in your topic area	Long- and short-form content in multiple channels	Pioneering new methods, and/or re-defining concepts
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Subject Matter Expert
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Influencer
Influencers help you reach a new audience, focusing on existing solutions or incremental improvements.

Thought Leader
Thought leaders focus on new ideas in the market, drive the conversation about what's next, and they help the audience think and act in a new way.

Assessment Pillars: Realistic Thought Leader

Credibility	Profile	Prolific	Depth of Ideas
Expertise/authority treated as source/original material	Big company or title, "celebrity" in your topic area	Long- and short-form content in multiple channels	Pioneering new methods, and/or re-defining concepts
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Comparing B2B Creators

Creator Type	Primary Audience	Ideas	Metrics	Time Horizon
Subject Matter Expert (SME)	Internal or Users	Existing problems and solutions	Usage	Medium- to long-term
Influencer	External, Net-New	Existing solutions	Awareness and sales	Short-term and long-term
Thought Leader	Internal and External	New problems and solutions	Trust and affinity	Long-term

Common Pitfalls

Regurgitating Marketing Content

Common Pitfalls

Regurgitating Marketing Content

Ignoring Internal Influencers

Internal Influencer: Laura Erdem

Laura Erdem
🌴 On holiday 🚗 ■ Dreamdata ■ Sales leader with a crush on marketing

Activity
30,460 followers

✓ Following

Posts | Comments | **Videos** | Images | Events | Documents

3:53
B2B GTM Benchmarks 2024

Ever wanted to compare your Website performance with...
👍💡🌱 40 | 💬 7

3:40
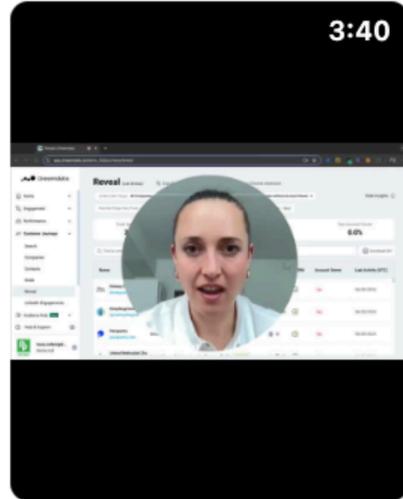
Here is how I book the most successfull meetings: -...
👍❤️💡 79 | 💬 10

0:31
Dreamdata
CRM property filters for powerful & flexible reporting
One of the best features about Dreamdata is
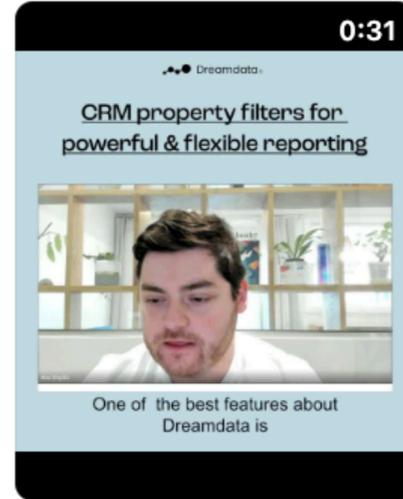
Marketers are tired of building their own reports....
👍💡 25 | 💬 4

2:34
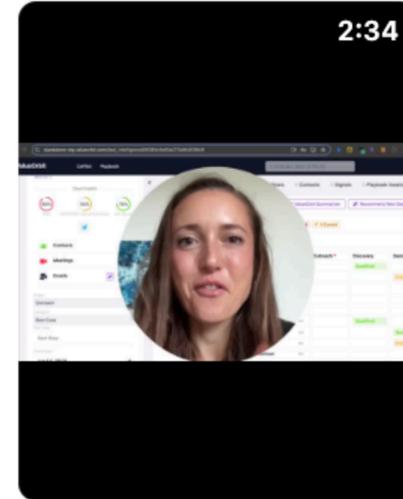
You can be coached on every deal by AI CoPilot that: -...
👍💡🌱 48 | 💬 15

0:29
Dreamdata
Fast, out-of-the-box reports empower Clio's marketing team
The single biggest positive point of feedback that I get from
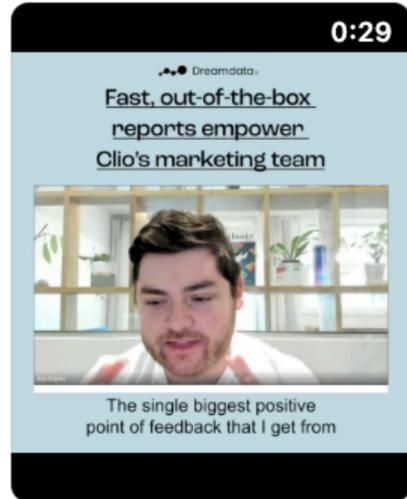
"Marketers are tired of reports that take ages to...
👍🌱❤️ 23 | 💬 9

0:24
Linked conference 🇩🇰 in Odense

Learning from the #linkedsummit - only 1% is...
👍❤️🌱 113 | 💬 17

1:18

Yesterday the room was PACKED with people cravin...
👍❤️🌱 107 | 💬 25

2:00
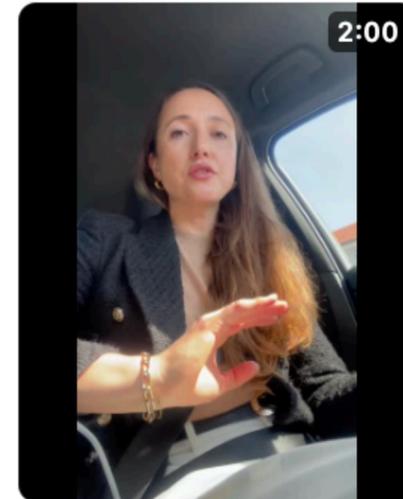
I presented how we do social selling for our clients Confi...
👍❤️🌱 101 | 💬 19

Common Pitfalls

Regurgitating Marketing Content

Ignoring Internal Influencers
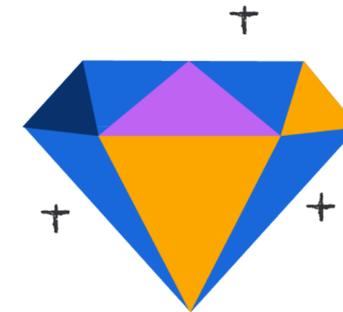
Focusing Solely on Executives

Fri • Sep 5 • 10:45am - 11:15am PT (30 minutes)   INNOVATION ARENA • HALL A (LEVEL 0)

DEBATE: Why Founder-Led Brands Falter

"Founder-led marketing" is trending among marketers, but is it the secret to thriving, or a slippery slope, filled with pitfalls? Join this debate to see whether founder-led brands equal funding or faltering!

Where We Say It:

Expanding the Playground
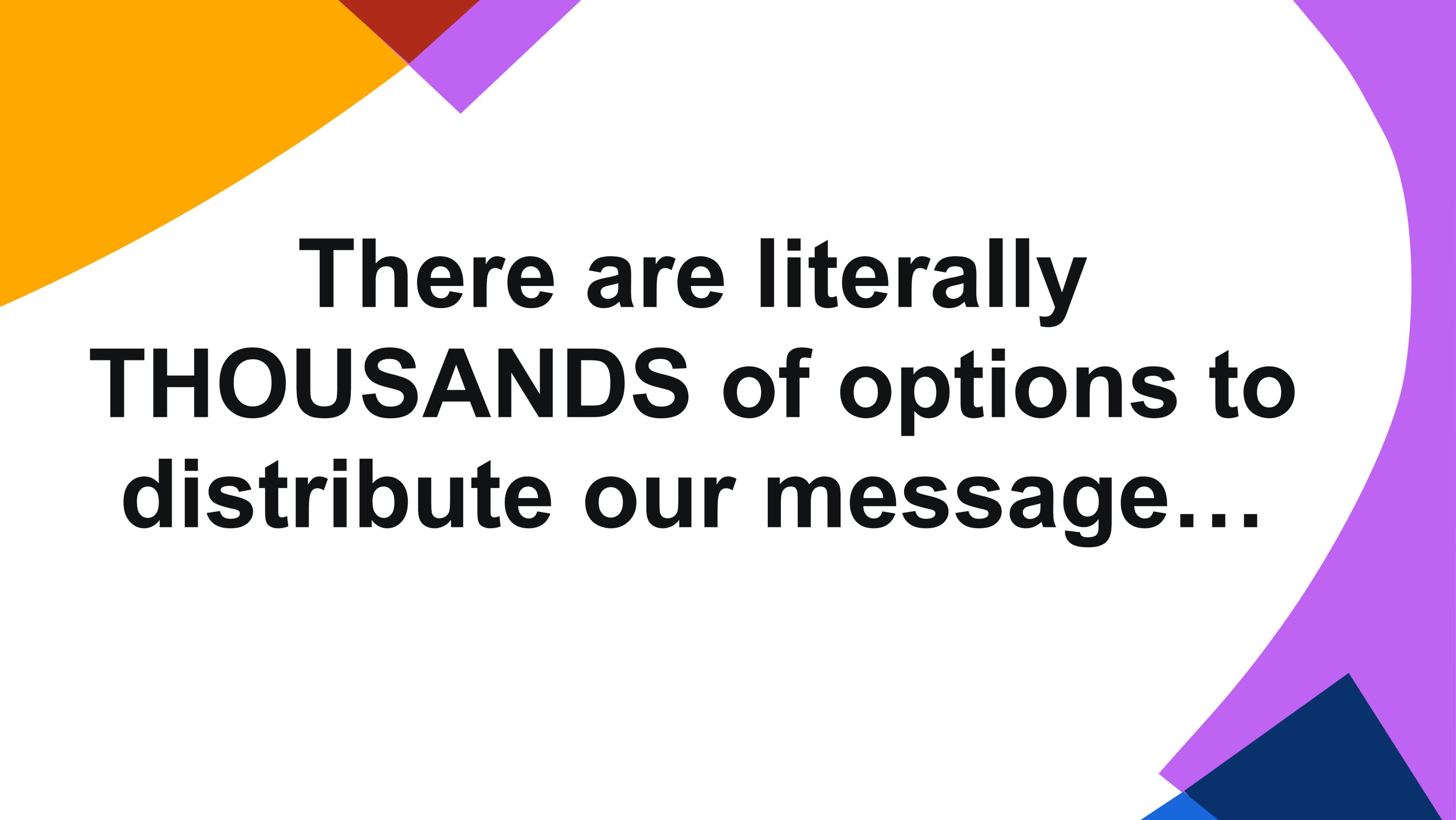
There are literally THOUSANDS of options to distribute our message...

MartechMap

an initiative by **chiefmartec** & **MartechTribe**

2025 Marketing Technology Landscape

May 2025

Advertising and Promotion
- Display & Programmatic Advertising
- Mobile Marketing
- Native/Content Advertising
- PR
- Print
- Search & Social Advertising
- Video Advertising

Content and Experience
- Content Marketing
- CMS & Web Experience Management
- DAM & MRM & PIM
- Email Marketing
- Interactive Content
- Marketing Automation & Campaign/Lead Management
- Mobile Apps
- Optimization Personalization & Testing
- SEO
- Video Marketing

Social and Relationships
- ABM
- Call Analytics & Management
- Customer Experience Service & Success
- Affiliate Marketing & Management
- Sales Automation Enablement & Intelligence
- Influencers
- CRM
- Advocacy Loyalty & Referrals
- Community & Reviews
- Events, Meetings & Webinars
- Social Media Marketing & Monitoring
- Live Chat & Chatbots

Commerce and Sales
- Retail, Proximity & IOT
- Affiliate Marketing & Management
- Sales Automation Enablement & Intelligence
- eCommerce Platforms & Carts
- eCommerce Marketing
- Channel Partner & Local Marketing

Data
- Marketing Analytics Performance & Attribution
- Audience/Marketing Data & Data Enhancement
- Ipaas Cloud/Data Integration & Tag Management
- Business/Customer Intelligence & Data Science
- DMP
- Dashboards & Data Visualization
- Governance Compliance And Privacy
- Mobile & Web Analytics
- Customer Data Platform

Management
- Agile & Lean Management
- Collaboration
- Talent Management
- Budgeting & Finance
- Projects & Workflow
- Product Management
- Vendor Analysis & Management

https://chiefmartec.com/wp-content/uploads/2025/05/martech-map-marketing-technology-landscape-2025-slide.png

Community & Reviews

Events, Meetings, Webinars

Social Media Marketing & Monitoring

Marketers are competing for attention

Audiences want instant access to **value**

"Zero-Click content is content that offers valuable, standalone insights (or simply engaging material), with no need to click."

Amanda Natividad, VP Marketing at SparkToro

Zero-Click Content on Major Web Platforms

Platform	Allows Outlinks in Content	Allows Outlinks in Bios	Algo Prioritizes Native Content	Creators Benefit from Zero-Click Approach
Google	Yes*	No	Yes	Yes
YouTube	Yes	Yes	Yes	Yes
facebook	Yes	Yes	Yes	Yes
Instagram	No**	Yes	Exclusively	Yes
twitter	Yes	Yes	Yes	Yes
reddit	Varies***	Yes	No	Yes
LinkedIn	Yes	Yes	Yes	Yes
TikTok	No	Yes	Exclusively	Yes
Pinterest	Yes	Yes	No	No
Quora	Yes	Yes	No	No
SnapChat	No	No	Exclusively	Yes

SparkToro

Evolve how we show up on these platforms

Social Media Spectrum

Company   **Communicate**   **Conversation**   **Community**

←——————————————————————————→

Followers   **Amplify**   **Advocate**   **Ambassador**

There's a perception that Atlassian tools might be too technical and complicated for marketing people. Let me show you they aren't 😊

Our marketing team recently moved our #ContentPlan from spreadsheets into #ConfluenceWhiteboards, making things so much easier.

😱 Before, we put all our ideas in a spreadsheet. Then, we discussed them together, adding dates, comments, assignees, and a separate column of content backlog.

After approving that, we started manually re-creating ideas that got into the quarter into Jira tasks. I knew that was a huge overhead, and I planned to get my hands dirty and change it for quite a while 🤔

Finally, I came up with an easy flow you can recreate in Confluence Whiteboards:
💡 Put your content pillars on stickers
🤗 Invite teammates to add content ideas below
📃 Move priority ideas to the upcoming months sections
👨‍💻 Generate Jira tasks right from there
📅 Pro tip: Add a calendar from the Whiteboard templates and put your idea on the day you want to publish it.

Detailed instructions are here: https://lnkd.in/dR2MFQdi

Would love to hear your feedback on the template and how you manage your #ContentCalendar in the comments 🤗

#AtlassianChampions #AtlassianForMarketing #Atlassian #AtlassianCreator

---

Content Planning with Confluence Whiteboards • 6 pages

Confluence

For Marketing

Content Plan

in Whiteboards

by Margo Sakova

David Berclaz and 92 others   16 comments · 2 reposts

Atlassian
2,133,159 followers

2mo •••

Amazing advice! Thank you for sharing, Marharyta! 🌟

Like · ♥ 1 | Reply · 1 reply

Marharyta Sakova 🛡️ [Author]
OKR Enthusiast | Atlassian Champion | Head of Marketing at Ob…

2mo •••

Atlassian thank you for making Confluence Whiteboards awesome 🤗

Like · ♥ 1 | Reply

Forums   Product Q&A ⌄   Discussion groups ⌄   Articles   ➕ Ask a question   Kudos [2016] ⌄   🔍   🔔 9+   ⚙️

Community / Groups / Product Groups / Confluence Whiteboards

Confluence Whiteboards' Template for Marketing Teams

Last updated: May 28, 2025

Hey, jumping on this train with Confluence Whiteboards' Contest last minute 🎰

I work as a product marketing manager at Oboard, and my team does a lot of content marketing for our apps. We recently moved our **content plan from spreadsheets into the Confluence Whiteboard**, and it's so much easier now.

For quite a while, we put all our ideas from each teammate in a spreadsheet. Then, we discussed them together, adding dates, comments, assignees, dates, and a separate column of content backlog.

After approving that, we started manually re-creating ideas that got into the quarter into Jira tasks. I knew that was a huge overhead, and I planned to get my hands dirty and change them for quite a while.

Finally, I came up with **Content Marketing Whiteboard**.

It works as follows:

Margo Sakova - OKR Board for Jira by Oboard

[COMMUNITY CHAMPION]

ABOUT THIS AUTHOR

👤 Product Marketing …   🏢 Oboard

📍 Varna, Bulgaria   ✅ 6 accepted answers

📄 96 total posts

🔵🔵🔵🔵🔵🔵 +22 more…

View profile

Morgan J Ingram · 1st

LinkedIn → Pipeline. For B2B Teams That Want Results | CEO @ AMP | Cr...
Visit my website
184,245 followers

My only focus right now is taking my audience from URL to IRL.

(Before AI makes it impossible to tell who's real)

I heard this quote at SXSW last month,

And it's all I've been thinking about.

Legit its been living rent free in my head.

What will the next five years look like? How will we make everything we've built on LinkedIn real?

Because if we are being honest it's hard to tell anymore.

Being authentic online is one thing.

Being the same person in real life? That's where it gets fuzzy.

We all have met that person online who was NOTHING like how their content presented themselves.

So this realization has shifted my entire focus:
↳ Meeting as many connections in person as possible
↳ Deepening friendships beyond the platform
↳ Saying YES to opportunities for face time

It's why I have been at so many mini events. It's why I'm flying to Sweden to speak. It's why I'm reconnecting with people I haven't seen in years.

I told myself I'd travel less this year.
But the more I pray/thought about it, the clearer it becomes:

➡ Deepening real relationships is the priority in this season.

With AI accelerating at this pace, we're approaching a tipping point.
If we are not paying attention, we are going to get cooked.

And I like to cook not get cooked.

I see too many leaders, salespeople and business owners sleeping on this. The tech is moving at an insane rate. I'm in this every day and even I'm shook.

That's why I'm so bullish on a platform like LinkedIn that can turn into a revenue engine for your career.
↳ Build genuine relationships that transcend the platform
↳ Create content that can speak to people's soul
↳ It can change your life financially

Has this platform changed my life?
Absolutely.

But only because I took those connections offline.

If my LinkedIn were to go down, which it almost did cause I got hacked. I would have people to call to help me ASAP ROCKY.

My point is in 3-4 years, when 99% of the content here is AI-generated, you'll remember the real relationships you built.

That's what I'm betting on.
That's what I'm building toward.

The movement of people who truly want to evolve into our next era.

Not connections for connection's sake, but bridges to relationships that matter.

Measurement in the Playground

🎓

DATA & STUDIES

AI Overviews Reduce Clicks by 34.5%

By Ryan Law, Xibeijia Guan

April 17, 2025　▪　3 min read

Contents

Methodology

Findings

Google says AI Overviews increase clicks. Cold, hard logic disagrees, and so does our research.

We analyzed 300,000 keywords and found that the presence of an AI Overview in the search results correlated with a **34.5% lower average clickthrough rate (CTR)** for the top-ranking page, compared to similar informational keywords without an AI Overview.

Ryan Law

Ryan Law is the Director of Content Marketing at Ahrefs. Ryan has 13 years

"AI Overviews are reshaping the search landscape in real time and marketers can no longer rely on rankings alone. Visibility now means earning a spot in the answer itself.

To succeed, marketers will need to create content that works within the evolving complexities of AI search, and that gives users real value, no clicks required."

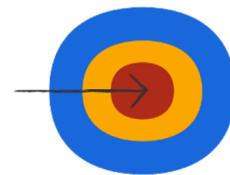Eli Goodman, CEO of Datos, a Semrush Company

Evolving Metrics

Principles

Principles

Holistic Approach
Leading and lagging indicators
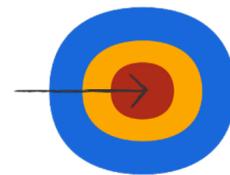
Tailor Your Metrics
Match the intent, format, and channel

Principles

Holistic Approach
Leading and lagging indicators

Tailor Your Metrics
Match the intent, format, and channel

Time Horizons
Trends, seasonality, and granularity

Metrics by Intent

Trust or Affinity
Shares
Views or Impressions
References and Backlinks

Learn
Monthly Organic Entrances
Newsletter Subscriptions
Follower Growth

Buy
Meetings Booked
Account Sign-Ups
Upgrades

Use
Demo Views
Office Hours Show Rate
Net Promoter Score (NPS)

Help or Remediation
Entrances to Community Forums
Reduced Support Ticket Quantity
Customer Satisfaction (CSAT)

Real-world Example: Visit Vienna

VIENNA

Enjoy Vienna. Not #Vienna

Unhashtag your vacation!

Social media allows us to travel the world everyday – without even getting up off the couch. But the places we swipe through are not filled with life or memories – they're littered with hashtags and diluted by filters.

This is an invitation from Vienna – an ideal place for a little bit of digital detox and for creating moments that you, and you alone, can treasure forever. Because Vienna is far more colorful when not seen through the lens of a smartphone camera.

So whip out your city map, make plans and throw them away again. Simply let your senses guide you. And no worries, you won't go cold turkey when you give yourself a day offline.
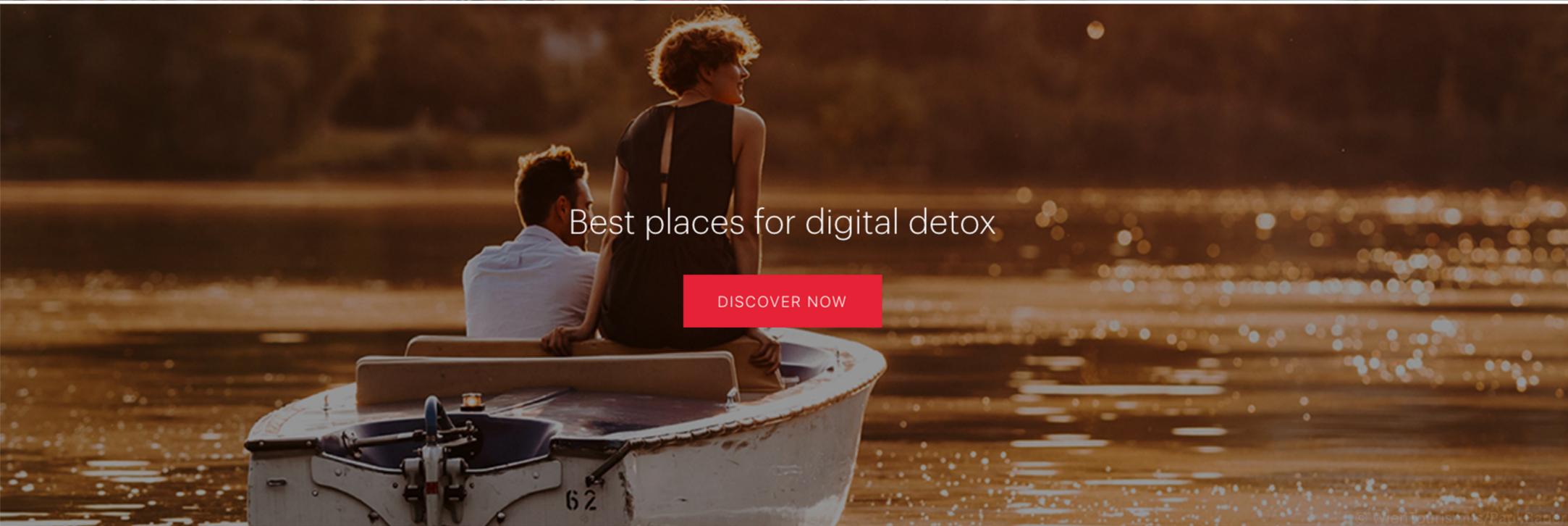
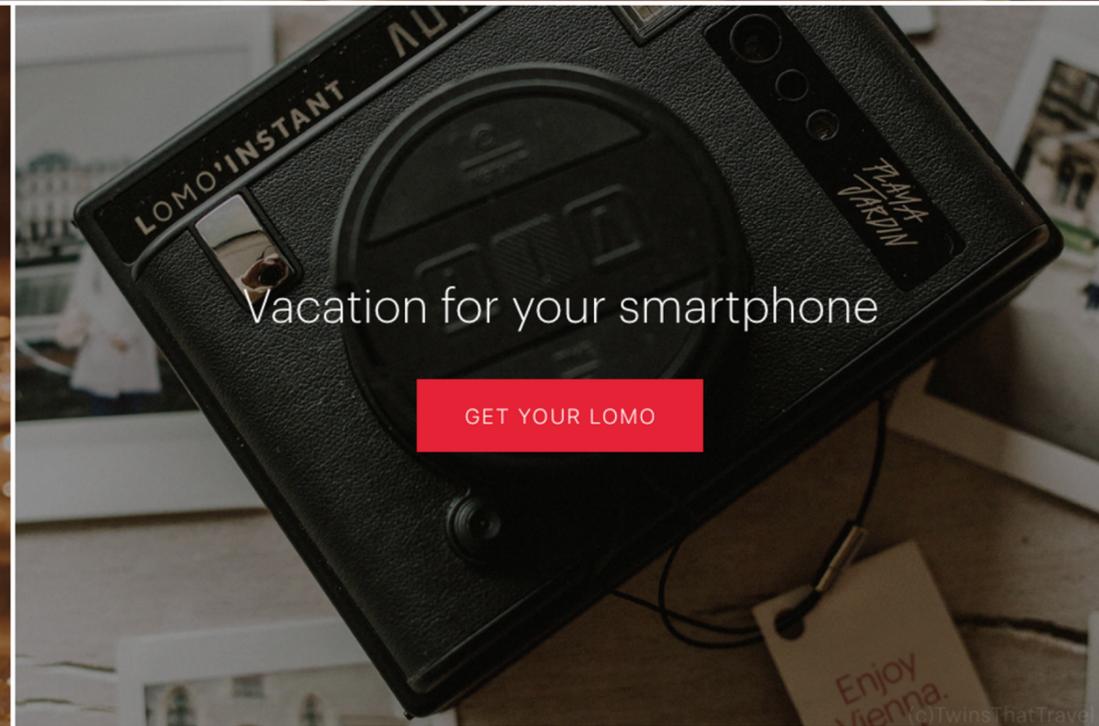## Six signs you should think about a digital detox

FIND OUT
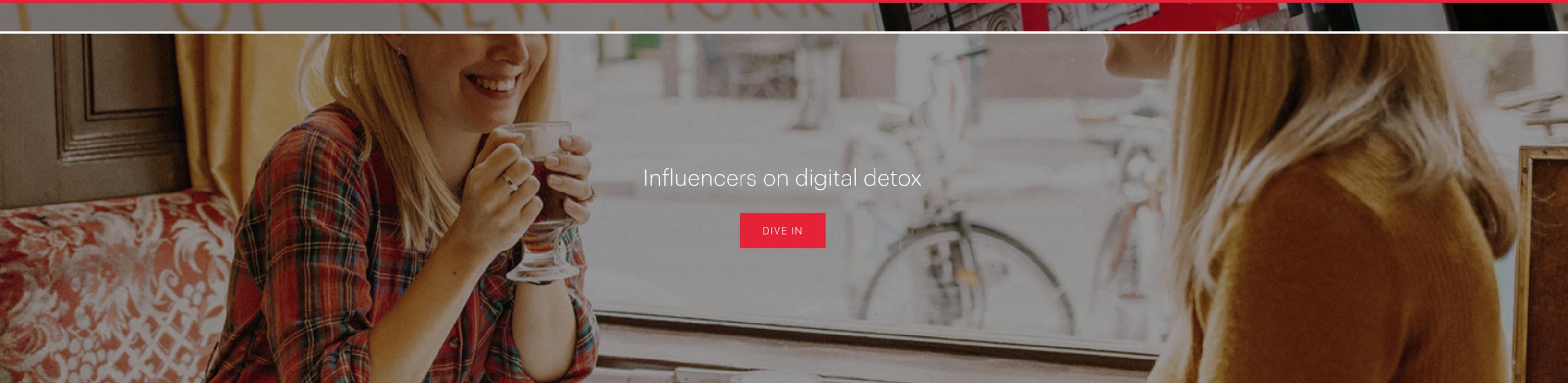
Influencers on digital detox

DIVE IN

Best places for digital detox

DISCOVER NOW

Vacation for your smartphone

GET YOUR LOMO

Vacation for your smartphone: get yourself an instant camera!

What would you do if you could only take ten pictures during your holiday?

Imagine if you had to think twice about when to take a picture. Think how good those ten pictures would probably be. Maybe you would just take one picture at a sight and then really enjoy the rest of the time there without holding a camera in front of you all of the time.

Try it now! Inspired by:

"Photograph less. Enjoy more."
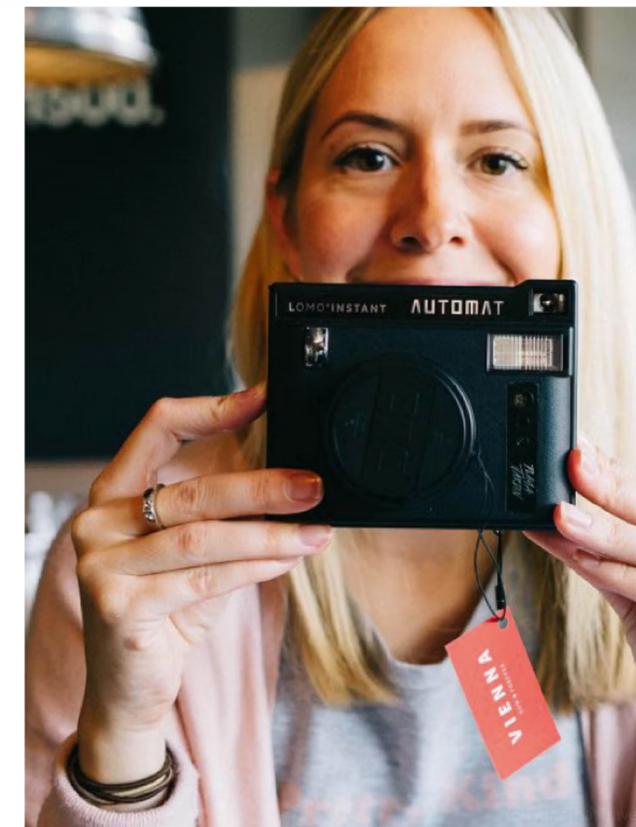
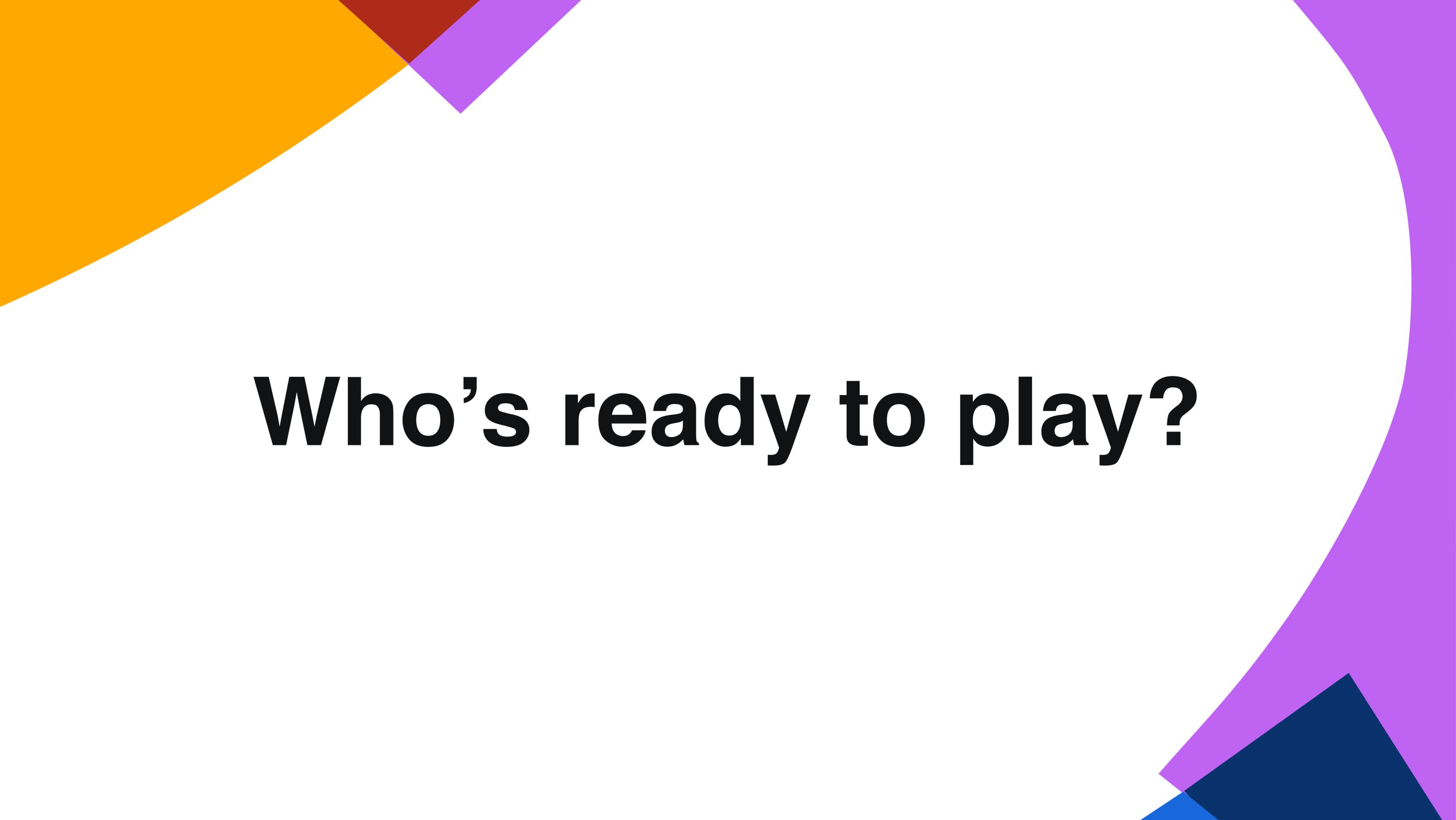Advertising digital detox in the biggest social media hubs of New York and Silicon Valley

The **journey** has changed

The **tools** have changed

But the **people** remain the same

Sooo...

Who's ready to play?

Please Rate My Session

We hope you enjoyed today's session. Please head to the INBOUND mobile app to provide your feedback. Thank you!

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Thank You!