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SIZZLING THE SMALL-BATCH FUNNEL

Serving Up

Savvy Solutions to

SMBs

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CHAPTER

HERE'S WHAT'S COOKING!



When it comes to attracting, nurturing and closing SMB customers, it's all about striking the right balance between personalization and scalability—think of it like crafting the perfect batch of spicy salsa. Not too mild, not too hot, just the right amount of flavor to get them hooked! Whether you're running a small business or managing a growing startup, your audience wants simplicity, speed, and a solution that fits right into their busy world. It's the brands that create flavorful customer journeys through the process-driven marketing funnel that are winning the

“masterchef” contests in the world of business growth. If you are a modern-day business with a vision to cook up a storm in the market, the funnel recipes in this ebook will help you get the right ingredients together!

TOFU

THE FLAVOURFUL FUNNEL STARTER



In the marketing world, **TOFU stands for “Top of Funnel,”** but let’s be real—it could also mean “Totally Outstanding Flavor Unleashed.” This is where the magic starts, much like the moment you toss a block of tofu into a sizzling pan. TOFU is all about attracting curious leads—just like a perfectly seasoned piece of tofu draws in hungry diners. Just as tofu soaks up flavor, your marketing needs to resonate with your audience. If you’re not tuned in to what they crave, you might as well be serving rubbery, overcooked soy. Season your strategy with fresh insights and trends—nobody wants yesterday’s leftovers!

Tasty TOFU Initiatives:

Each of these TOFU campaigns effectively balances value-driven content with brand positioning. They showcase the importance of educational and thought-leadership content in drawing B2B audiences into the marketing funnel.

In the end, TOFU is your entry point. Make it vibrant, flavorful, and packed with potential. Nail it, and you won’t just attract leads; you’ll have them coming back for seconds—hungry for more of what you’ve got to offer!



[CMO by Adobe](#)

Adobe launched [CMO.com](#), a resource website aimed at senior marketers. It offers insights, news, and trends specifically curated for CMOs and other marketing leaders.

Why It Works: Adobe created a targeted content hub that serves its audience's professional needs. Rather than focusing on

product sales, [CMO.com](#) adds value through thought leadership and positions Adobe as a strategic partner.

Results: [CMO.com](#) has become a trusted resource in marketing circles, increasing Adobe's visibility among decision-makers without direct product promotion.



[Think with Google](#)

Think with Google offers a library of insights, data, and research on industry trends, consumer behavior, and marketing strategies, catering to B2B professionals looking for data-driven resources.

Why It Works: This TOFU initiative positions Google as a trusted source of industry knowledge. It draws in decision-makers

interested in marketing insights and introduces them to Google's advertising solutions.

Results: The blog is heavily referenced in the industry, establishing Google as a thought leader and leading to more companies considering Google Ads as a marketing solution.



[Make My Persona - Free Buyer Persona Template Generator \(2025\)](#)

HubSpot developed a free online tool that helps marketers and sales professionals create buyer personas, aligning with their audience's need for better customer insights.

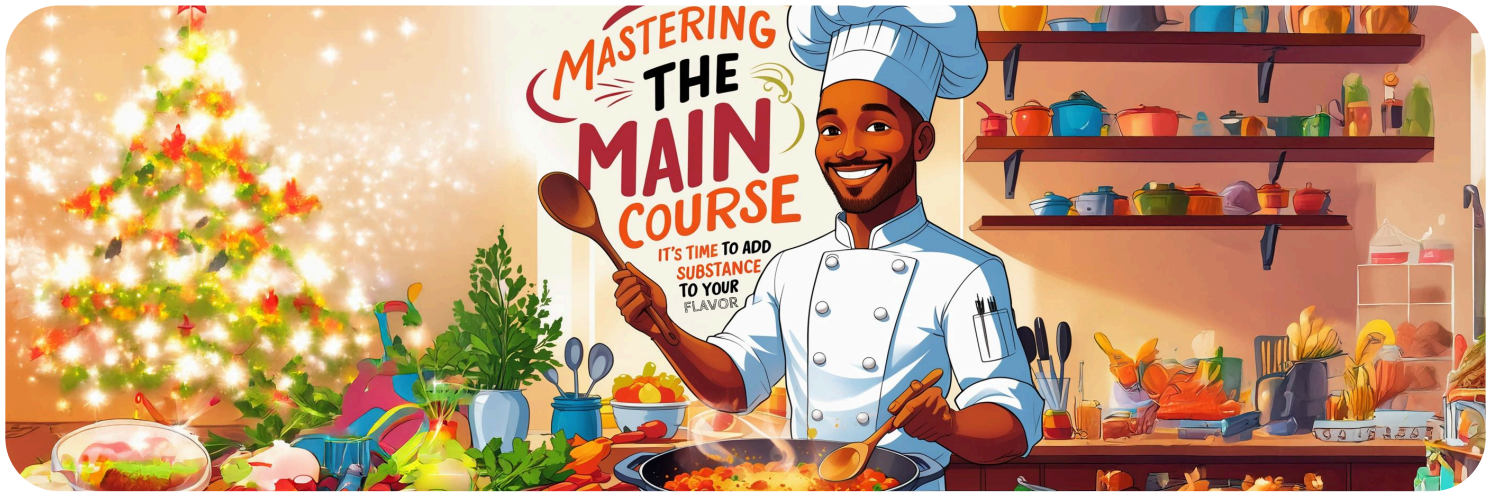
Why It Works: This TOFU strategy provides immediate value by helping users define their audience—a crucial first step in any marketing

strategy. Users are introduced to HubSpot's ecosystem, positioning it as a go-to resource for effective marketing.

Results: The tool is widely cited in marketing blogs and has become a lead-generation magnet, positioning HubSpot as a helpful, trusted partner.

MOFU

MASTERING THE MAIN COURSE - IT'S TIME TO ADD SUBSTANCE TO YOUR FLAVOR



In the world of marketing, MOFU—Middle of Funnel—is where we really dig in. Imagine, if TOFU was the starter, MOFU is the entrée. And just like every good entrée, it's all about substance, timing, and that perfect balance of flavor to make sure your audience keeps coming back for more.

This is the stage where you're building trust and credibility. You've already whet their appetite with great TOFU content, but now they're expecting more than just a tasty intro.

This is where you serve them something substantial and memorable—MOFU is where you transform casual interest into meaningful consideration. If TOFU was a marinated starter, MOFU is a perfectly seared, savory main course with a side of expert insight. By the time prospects reach MOFU, they're looking for more than flavor; they want meat (or a hearty plant-based substitute!).

Here's how to keep them coming back to your marketing like a restaurant they can't resist:



Case Studies and Testimonials:

Like a chef's secret sauce, show proof that your solution works.



Product Demos and Tutorials:

Make it easy for them to visualize using your solution in their workflow.



Webinars and In-depth Guides:

Provide the seasoning of expert insights and valuable information.

Take a Cue from B2B MOFU Masters:

Here are some deliciously successful MOFU campaigns that do more than just hold attention—they deepen it. Each one demonstrates how to satisfy the needs of an informed audience, with a pinch of humor and a heaping spoonful of substance:

In the MOFU stage, you're not just delivering on expectations; you're showing that you're indispensable.

Mailchimp’s email automation tutorials and step-by-step guides don’t just push product; they help marketers understand how to save time and boost performance.

Why It Works: At MOFU, prospects want practical knowledge—how will this actually help me? Mailchimp’s resources let potential customers envision themselves succeeding with

Mailchimp’s tools, subtly reinforcing the brand as a knowledgeable partner.

Results: By positioning itself as a teaching tool, Mailchimp not only educates but builds familiarity with its interface, reducing adoption barriers and leading to a higher likelihood of sign-ups and continued usage.

Asana offers in-depth webinars on project management, featuring real-life success stories from companies using Asana to boost team productivity.

Why It Works: The value of a tool like Asana isn’t always evident in a quick pitch; customers need proof. With compelling case studies and webinars, Asana builds confidence, allowing prospects to imagine the specific benefits of implementing their platform.

Results: This MOFU content strategy increases product adoption, especially among those who see their organizational issues mirrored in the case studies. It converts curiosity into active consideration by tying Asana’s value directly to real-world results.

Shopify’s “Stories of Entrepreneurship” dives deep into the journeys of real business owners, exploring how they launched and scaled using Shopify’s platform.

Why It Works: In MOFU, audiences are looking for validation—case studies make potential customers feel understood. Shopify’s success

stories are relatable and make the prospect think, If they can do it, why can’t I?

Results: The genuine, human-centered approach solidifies Shopify’s reputation as more than just a tool—it’s a partner in growth. This drives conversions from entrepreneurs ready to take the next step.

BOFU

THE SWEET FINALE - TURNING INTEREST INTO COMMITMENT



In marketing, BOFU (Bottom of Funnel) is the dessert course—the final step that wraps up your audience’s journey with undeniable satisfaction. It’s where all the groundwork you’ve laid leads to a commitment. Now, it’s about providing the finishing touch that transforms consideration into action.

At BOFU, audiences are ready to make a decision. They’re looking for confidence, reassurance, and proof that your solution is the right choice. This is the stage where you highlight your expertise, address any lingering doubts, and showcase how your offering uniquely meets their needs.

The BOFU Strategy: Your Recipe for Conversion

Just as every excellent dessert brings a meal to a satisfying close, BOFU content needs the right mix of evidence and opportunity to take action.

Here’s how to serve up a BOFU experience that seals the deal:



Free Trials or Consultations:

Let prospects experience your solution firsthand, risk-free.



Tailored Demos and Walkthroughs:

Show exactly how your product or service can meet their specific needs.



Compelling Case Studies and Testimonials:

Provide proof and reassurance with stories of satisfied customers.

The Chef’s choice for gourmet BOFU:

Each of these BOFU campaigns addresses final hesitations, builds trust, and ultimately closes the deal by giving prospects hands-on tools or personalized reassurance.

In BOFU, it’s not just about the icing on the cake—it’s about making every last detail irresistible so that your audience is ready to commit.

Zoom's Customer Showcase shares stories from large-scale clients detailing how they've overcome challenges with Zoom.

Why It Works: Showcasing the success of major brands builds credibility and reassures potential buyers.

Results: This trust-building tool has led to conversions among enterprises seeking similar success.

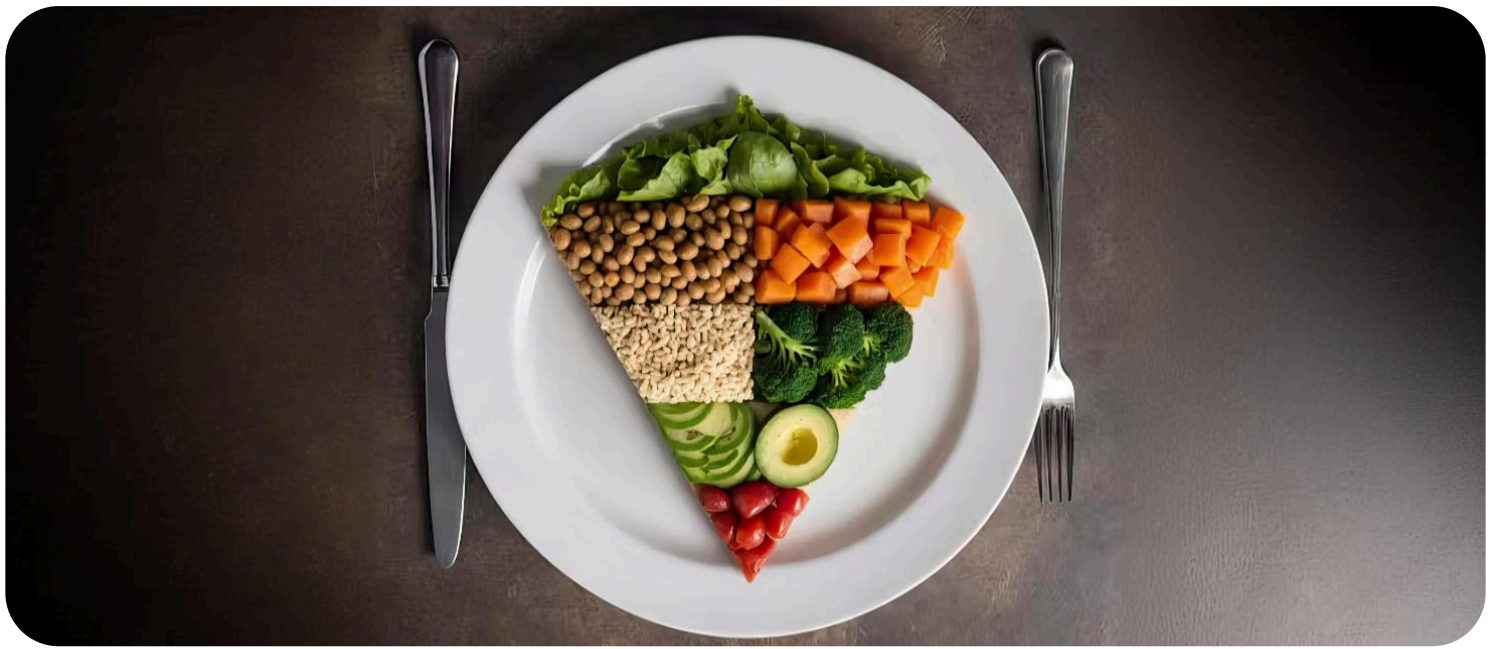
Microsoft Azure offers free consultations and migration support for businesses switching to Azure.

Why It Works: Migration assistance eases transition concerns, addressing a key barrier for businesses considering Azure.

Results: Higher conversions among large companies, as the hassle of switching is minimized.



HOW FRESHBOOKS SERVES UP A 3-COURSE FUNNEL



TOFU Strategy for FreshBooks:

In the TOFU stage, FreshBooks starts by raising awareness among SMBs looking for easier ways to handle their finances. This is where their content focuses on education and solutions, introducing potential customers to the core problems FreshBooks solves without pushing a hard sell.

Fresh Bites That Make Them Hungry for More

Content That Informs: Blog posts, guides, and eBooks on topics like basic bookkeeping, invoice creation, and tax tips—all of which help SMBs

understand the financial pitfalls they face.

Why It Works: At this stage, small business owners might not even know they need an accounting tool yet. FreshBooks presents easy-to-digest tips that appeal to their pain points, using humor and relatability to draw them in.

Example: A “10 Signs You Need Better Invoicing” blog post or “How to Avoid Tax Time Panic” guide that doesn’t pitch FreshBooks directly but showcases the kind of value SMBs can expect from improved financial systems.

Flavor Factor: Just like the first bite of salsa, it’s refreshing—it might not solve all their problems yet, but it opens the door to a conversation.

MOFU Strategy for FreshBooks:

Once SMBs are engaged and educated, FreshBooks brings in the main course with MOFU content that builds trust and makes them see why

FreshBooks could be the solution they need.

The Flavor Builds with Serious Substance

Free Trials and Demos: Now that SMBs are curious, FreshBooks offers free trials or interactive

product demos. This lets the prospect test out the product themselves to see how it works in their business.

Case Studies & Testimonials: FreshBooks shows real-world examples of businesses that transformed their finances using the platform—demonstrating that they understand SMB pain points and have a proven solution.

Why It Works: In the MOFU stage, leads are starting to compare options. The key here is showing not just how the tool works, but why it's better than the competition—through relatable success stories.

Example: FreshBooks' case studies with small businesses that cut invoice time in half or client testimonials about how the software simplified their tax filing process.



Flavor Factor: This is where the spice intensifies. It's no longer just about providing good content—it's about making them see the full meal and start imagining it in their business.

BOFU Strategy for FreshBooks:

By BOFU, FreshBooks is focusing on sealing the deal. SMBs are now primed and educated; it's time to remove the last doubts and convert them into loyal customers.



The Final Dish to Close the Deal

Personalized Offers & Calls to Action: Whether it's a discounted plan, a personalized consultation,

or a limited-time bonus feature (like advanced reporting tools), FreshBooks sweetens the deal for the SMB to make the decision even easier.

Onboarding and Support: FreshBooks offers SMBs one-on-one onboarding calls to ensure they're getting the most out of the software. This personalized approach builds confidence and reduces friction in the final stage of the decision-making process.

Why It Works: At this stage, leads are on the verge of making a decision, but they need a little nudge to push them into the customer camp. The key here is removing any hesitations they have about the product.

Example: A personalized email offering a special deal for small businesses in the same industry, or a consultation call for specific implementation tips that tie the solution directly to the SMB's needs.

Flavor Factor: This is the dessert—it's irresistible, sweet, and brings everything together for the perfect ending.

BRINGING IT ALL TOGETHER

Freshbooks' Sizzling Funnel for SMBs



FreshBooks' funnel approach for SMBs serves as a well-balanced meal: informative, engaging, and ultimately satisfying. By focusing on awareness, education, and personalization, FreshBooks has built a strong relationship-driven funnel that nurtures prospects all the way from their first bite to the last.

By crafting a “sizzling funnel” that delivers value at every stage, FreshBooks is the perfect example of how to engage SMBs, guide them through the buyer journey, and serve them the solution they

didn't even know they needed.

This fun and engaging approach is something any SMB tech company can replicate, whether in accounting, project management, or even CRM solutions. Just keep your content fresh, relevant, and always tailored to the unique needs of small businesses!

CHAPTER 5

The Flavorful Funnel of ABM: How Salesforce Cooks Up Leads from TOFU to BOFU with a Dash of Sass



Here's a take on the TOFU-MOFU-BOFU journey in an ABM setup, featuring Salesforce as the culinary master of this **"Flavorful Funnel"**

Imagine you're in a restaurant, but instead of choosing dishes, you're cooking up a deal with one massive high-stakes customer. Account-Based Marketing (ABM) is like a private chef's menu—

carefully designed for just one VIP. And who better to serve up an unforgettable **TOFU, MOFU, and BOFU** experience than Salesforce?

[Here's how they whip up each course to satisfy even the pickiest C-suite palates.](#)

TOFU

TOP OF FUNNEL

The Appetizer that Leaves Them Hungry for More

The TOFU stage is all about catching the eye of your target account. Think of it as that first bread basket you can't resist—light, complimentary, but packed with just enough flavor to leave them curious about what's next.

Salesforce's TOFU Strategy:

For TOFU, Salesforce relies on Trailhead, an interactive learning platform where potential customers can get a taste of CRM know-how. It's like offering them a savory amuse-bouche with the perfect balance of industry insights and professional tips. For a healthcare giant, they might start with a "Healthcare CRM Essentials" course, designed to keep things light while making sure the customer sees Salesforce's industry expertise.

Why It Works: Salesforce establishes its brand as

the go-to for top-tier CRM knowledge, without asking anything in return (yet). Trailhead makes them look approachable, helpful, and smart—the trifecta for lead generation.

TOFU Content Examples: Interactive infographics on industry trends, quick-start guides, and the irresistible Trailhead courses tailored to the account's sector.

Flair Factor: With this appetizer, Salesforce isn't trying to sell—it's simply laying out the "bread" to attract everyone to the table.



MOFU

MIDDLE OF FUNNEL

The Main Course that Adds Heft and Depth

MOFU is where Salesforce shows they're not just good at setting the table—they can serve a main course that's rich, thoughtful, and just a little indulgent. Here, they focus on building trust and showcasing how they solve specific problems for target accounts.

Salesforce's MOFU Strategy:

Salesforce spices things up with industry-focused webinars and real-world case studies, presented like a fine meal prepared just for them. For a potential retail client, this might look like a webinar on "Mastering Customer Journeys in Retail," complete with detailed walkthroughs of how Salesforce's tools improve customer loyalty and satisfaction.

By combining expert insights with practical solutions, Salesforce keeps the audience's attention and demonstrates that they get it.

Why It Works: MOFU content shows Salesforce as a reliable and insightful partner that has already mastered the accounts' unique problems. This is where customers get a preview of the main ingredients (features and benefits) and start to imagine themselves digging in.

MOFU Content Examples: Case studies that sound like customer success stories, tailored webinars, and interactive product demos that look right at home with the account's branding.

Flair Factor: The customer now sees Salesforce as more than a CRM provider; they see a “partner-in-planning” who's there with custom insights and solutions.



BOFU

BOTTOM OF FUNNEL

The Dessert That Seals the Deal with a Sweet, Risk-Free Offer

By the time they reach BOFU, it's dessert time. Salesforce has won their attention, satisfied their appetite for insight, and now it's time for the cherry on top—a final, personalized offer that eliminates any last trace of hesitation.

Salesforce's MOFU Strategy:

Salesforce serves up free consultations and personalized migration plans tailored just for them. For that retail client, BOFU might mean a dedicated CRM consultant mapping out a smooth-as-silk migration plan that shows the exact steps, timeline, and outcomes. It's like ending the meal with a gourmet dessert made just for them, paired with a sip of something smooth and celebratory.

Why It Works: At BOFU, Salesforce removes friction by focusing on practicality and commitment-free offers. The “taste test” of the product's interface and functions leaves no doubt that Salesforce will work seamlessly for the target account.

MOFU Content Examples: Custom onboarding blueprints, limited-time free trials, ROI-driven case studies that prove Salesforce's impact, and dedicated consultations that feel like a red-carpet experience.

Flair Factor: Salesforce makes it impossible to say no by highlighting the value they bring to the table—sweet, satisfying, and with no strings attached.

BRINGING IT ALL TOGETHER

The ABM Flavorful Funnel



Salesforce's ABM funnel is a refined, thoughtful, and slightly cheeky three-course meal that takes target accounts from curious to committed. It's a strategy that isn't just about feeding leads—it's about nourishing relationships and making Salesforce indispensable.

When Salesforce takes a targeted ABM approach, they're not just selling CRM solutions; they're delivering a five-star experience that leaves their most valued prospects coming back for more.

Delectable funnels are made possible by seasoned marketing masterchefs. Over the past three decades, Sandeep Nagpal has been serving up amazing strategies to attract, nurture, and convert leads using custom-designed marketing funnels for sustainable brand growth.



Get in touch for a consultation that will revolutionize the way your business scales up and remains competitive.

Let's Talk

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