



The Neglected Middle: Why Midfunnel Marketing Is the New Battleground

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Marketers spend a lot of time focused on the two ends of the funnel—big, splashy brand campaigns at the top and performance-driven conversion tactics at the bottom. But between those two poles lies an overlooked opportunity: the midfunnel. This is where potential customers are already interested but not yet ready to buy. And it's where some of the biggest gains can be made.

Why Midfunnel Matters More Than Ever

Marketing budgets are shrinking, AI is making bottom-of-funnel advertising more competitive, and attention spans are getting shorter. That means brands need to maximize every interaction—especially those happening in the middle. The midfunnel is where you turn curiosity into conviction, yet too often it's filled with either generic, jargon-heavy messaging...or nothing at all.

What Effective Midfunnel Marketing Looks Like

Midfunnel strategy isn't just about more content. It's about the right content. At this stage, customers don't need another list of product features. You don't want to overwhelm your potential buyer with more facts and features to consider—you want to give them a simple reason to believe that your product is the best one for them. And you do that by showing them you understand their problem, with clear, benefits-focused messaging that speaks right to them.

The Next Frontier for Marketers

Winning in today's market isn't just about capturing attention or closing deals. It's also about ensuring that the big, high-level brand ideas don't get lost in the middle. The most effective brands don't just invest in awareness; they make sure their strategic, creative thinking carries all the way through the funnel, where purchasing decisions actually happen. That means developing messaging that reinforces the brand's core promise while guiding potential buyers toward action. For CMOs and brand leaders, the challenge isn't just about spending smarter—it's ensuring their brand shows up with impact at every stage of the journey.

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