



Awareness: marketing campaigns, consumer research, blog, events, webinars, unique content (infogs, videos) email marketing, social media, paid ads

Interest: engagement, emails, targeted content, segmentation, newsletters, live chat, giveaways

Consideration: product information, email campaigns, free trials

Intent: product demos, shopping carts

Evaluation: showing your product is best in market & increasing client loyalty

Marketing Funnel

A marketing funnel outlines your customers journey with your brand; from the initial stages where they learn about your business to the purchasing stage where they buy your product or service.

With careful analysis, this marketing funnel can help you understand how to influence consumers decisions at each stage of their journey. You can drive stronger sales, create loyal customers and develop bigger brand awareness.