The New Marketing Funnel

Are you looking for ways to improve the marketing strategy of your small business? Want to know the processes used by other marketers around the world?



AWARENESS

- [ ] Show the world the value you offer through Investing brand awareness strategies.

ENGAGEMENT

- [ ] Understand potential customers' pain points to show how you can solve their core problems

CONSIDERATION

- [ ] Position yourself as the solution to pain points by focusing on key benefits, differentiators and competencies

PURCHASE

- [ ] Nurture your new customer (and friend) throughout their entire purchase process.

ADOPTION

- [ ] Provide onboarding tools, resources and knowledge to set customers up for a lasting relationship.

RETENTION

- [ ] Go above and beyond to ensure your customer is delighted with their relationship with your brand.

EXPANSION

- [ ] Connect with and learn from customers. Uncover new solutions and methods to help them achieve success.

ADVOCASY

- [ ] Word-of-mouth advocacy for your brand Is priceless. This loops new potential customers Into the awareness stage of their own unique journey In your funnel.

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