## **Sales Funnel**

## Steps in planning our Sales Funnel

Awareness Purchase Loyalty

User searches keywords in search engine to find a local pizzeria

Finds our pizzeria on the list and likes what the description says. Sees a coupon for a free appitizer on their first order as well as our low prices and good reviews

User looks at menu and decides what to order based of what catches his interest and makes an order

User becomes a repeat customers and spread the business through word of mouth to their friends/family