

Getting started with the course

Create customer personas for your target audience

Awareness and consideration marketing funnel stages

- Video:** Introduction to the marketing funnel and its benefits
3 min
- Video:** Awareness: Strategies to get customers introduced to a brand
5 min
- Reading:** How a business creates awareness for their products
20 min
- Reading:** Case study: Okabashi uses marketing strategies to attract customers and build interest
20 min
- Video:** Consideration: Strategies to build interest in your product or service
3 min
- Reading:** How a marketer increases consideration for a business
20 min
- Practice Quiz:** Test your knowledge: Awareness and consideration stages of the marketing funnel
4 questions

Conversion and loyalty marketing funnel stages

Review: Introduction to attract and engage customers with digital marketing

How a business creates awareness for their products

Businesses use marketing strategies to build awareness among potential customers. You have learned that the first stage of the marketing funnel is the awareness stage. In this stage, potential customers first become aware of a product or service. The customers don’t know about the brand and aren’t seeking out its products or services. Because potential customers aren’t aware of the brand, it’s the business’s job to introduce their products or services.

In this reading, you’ll learn how a fictional company, Lirio Cases, creates a marketing strategy to build awareness. Lirio Cases makes premium leather phone cases. They have been in operation for several years. Even though they have a growing customer base, they would like to reach even more customers interested in their products.

Here are the marketing strategies Lirio Cases uses to build awareness in potential customers:

Search engine marketing (SEM)

While Lirio Cases’ website does appear on Google and Bing’s first page of search results for keywords such as “leather iphone case” or “leather android case,” their visibility is towards the bottom of the page.

In addition to their website’s presence, they would also like to have a presence with advertising towards the top of the search results page. So, they decide to create and publish search ads using Google Ads and Microsoft Advertising. These ads allow Lirio Cases to get their brand in front of customers searching for their products. For example, when someone searches for one of their products, “black leather iphone case,” their ad typically appears with other ads at the top of the search engine.

Social media marketing

Lirio Cases is on several social media platforms and has a large following on Instagram. They usually post simple photos of their products. However, they would like to reach new customers by making their Instagram content provide more useful information.

To do this, they take high-quality photos with their leather phone cases matched with other popular items such as pens, wallets, and watches. Artfully pairing their phone cases with other items gives new customers a reason to follow their account: style and fashion recommendations.

Social media advertising

In addition to making high-quality Instagram posts, Lirio Cases also advertises on social media platforms. To reach new potential customers, they target customers based upon the customer personas they previously created. For the ad content, they re-use the new high quality photos on their Instagram account.

The social media advertising reaches new customers and also grows their following on Facebook and Instagram.

Influencer marketing

To increase their new customer reach on Instagram, Lirio Cases decides to pay an influencer with a large following to promote their latest leather phone case in a post. By having an influencer promote Lirio Cases, tens of thousands of new potential customers learn about Lirio Cases’ brand and products.

In the Instagram post, the influencer encourages followers to visit Lirio Cases’ Instagram account and promotes a 15% discount on the next 200 purchases.

Key takeaways

The combination of search engine marketing, social media marketing, social media advertising, and influencer marketing helps Lirio Cases reach many new potential customers. Reaching potential customers is only the first step. After the initial introduction, they now have to build interest and persuade the potential customer to become a paying customer.

It’s important to remember that as a digital marketer, it’s unlikely you’ll be implementing all these strategies at once. It’s more likely that you will build out one strategy at a time. Additionally, a typical small to medium-sized business may only focus on two or three of these strategies. In a larger company, digital marketers typically specialize in a particular type of marketing, such as search engine marketing or social media marketing.

Mark as completed

