

INFORMATICS INSTITUTE OF TECHNOLOGY

In Collaboration with UNIVERSITY OF WESTMINSTER

**6MARK027C  
Digital Marketing, Social Medial and Web Analytics**

**Coursework 1**

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# QUESTION 1: DIGITAL MARKETING MODELS

## 1.1 Selected Online Company

AutoPal

## 1.2 Digital Marketing Funnel

A digital marketing funnel refers to the entire process or journey where suspects become actual customers for a company (Digital Marketing Funnel Stages, 2023). The different techniques used in this journey can be represented in a funnel. The following section illustrates the Ash’s funnel to get a deeper understanding.

1.3 Diagram  
Following diagram illustrates the steps in a digital marketing funnel (Ash’s funnel process).

A diagram of conversion sales

Description automatically generated

Figure 1: Ash's Funnel Diagram (self-composed)

## 1.4 Stages

**Suspects**

Individuals that have no prior relationship with a company or product. These are the individuals that need to be encouraged to visit a website or become a potential buyer (Meissner, 2020).

**Acquisition**

Process of introducing and creating awareness of a business or product using blogs, social media platforms, email/search/content marketing, referrals and similar methods (Indeed, 2023). It is important because waiting for customers to come to you won’t assure sales or profits. Therefore, it is a strategical way of attracting customers to your business for the longer run (Decker, 2022). This is the stage where suspects become **prospects.**

**Conversion**

Prospects are individuals that are aware or have shown interest in your business/product (Bruin, 2017). This stage focusses on persuading and motivating prospects to take an action such as clicking a button or completing a form (Meissner, 2020). The objective being to increase the **conversion rate**, which is the percentage of users who complete a desired action (Chappal, 2023). This would convert them into **leads or customers**.

Lead generation takes people who have shown interest and turns them into qualified leads**. Leads** are people who have the prerequisites to become your customer (Spilka, 2023) and when you complete a purchase, you become a **customer**.

**Retention**

In order to maintain success after conversion, the retention process will help to keep your customers and leads (Retention Funnel: What, When, How and Why, 2023). This is important because repeat customers are vital for a business. It is cheaper than getting new customers and they are more likely to recommend your business due to loyalty. Some ways of retention strategies include: personalized ads, follow up emails, good customer service and loyalty programs (Shepherd, 2019). This way a business can sustain and deepen customer relationships.

## 1.5 Case Study

*Evaluate the applicability of the funnel to your case-study (8 marks).*

1.6 Technical Terms

PPC

Email Marketing

Search Marketing

Content Marketing