

Marketing Funnel

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What is marketing funnel?



Stages of Marketing Funnel

Awareness – When someone becomes aware of your brand, product, or service.

Interest – When someone expresses interest in your product or service.

Desire – When someone evaluates your product or service. This stage is also known as “Consideration.”

Action – When someone becomes a customer. This stage is also known as “Conversion.”



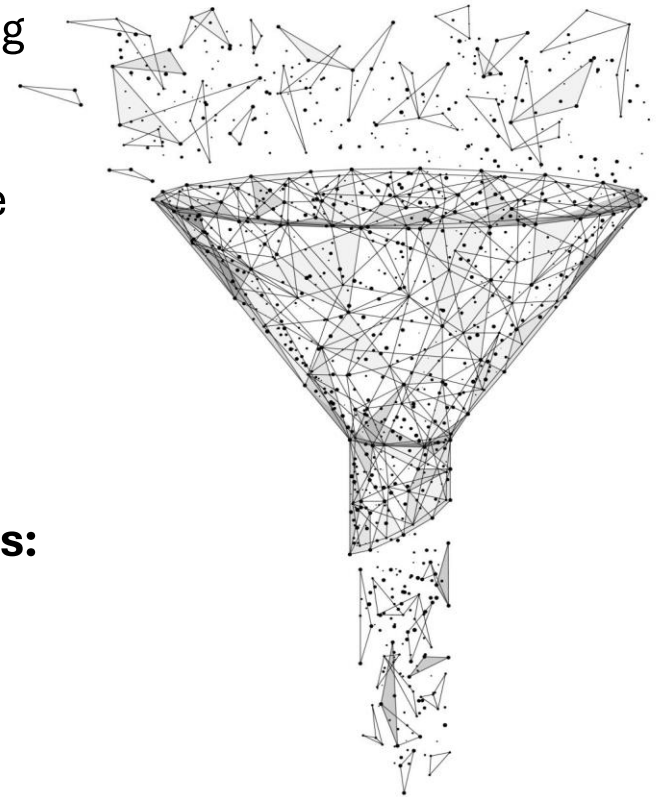
Why Marketing Funnel matters?

Navigating the Non-linear: Unveiling the Crucial Role of the Marketing Funnel.

Unlocking Success: Harnessing the Power of the Marketing Funnel's Simplified Journey.

From Chaos to Clarity: Mastering Marketing Funnel Dynamics for Sustainable Growth.

Plug the Leaks, Secure the Success: How the Marketing Funnel Fixes Customer Journey Gaps

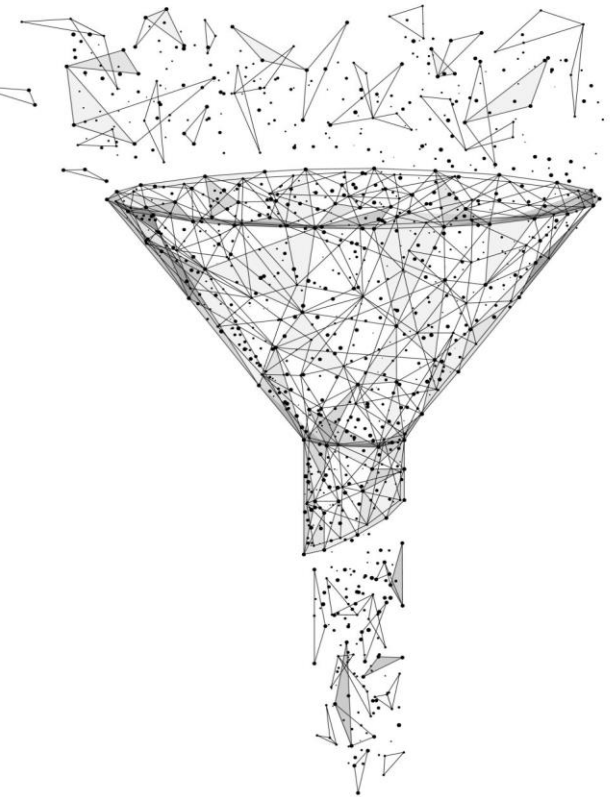


How to create a marketing funnel?

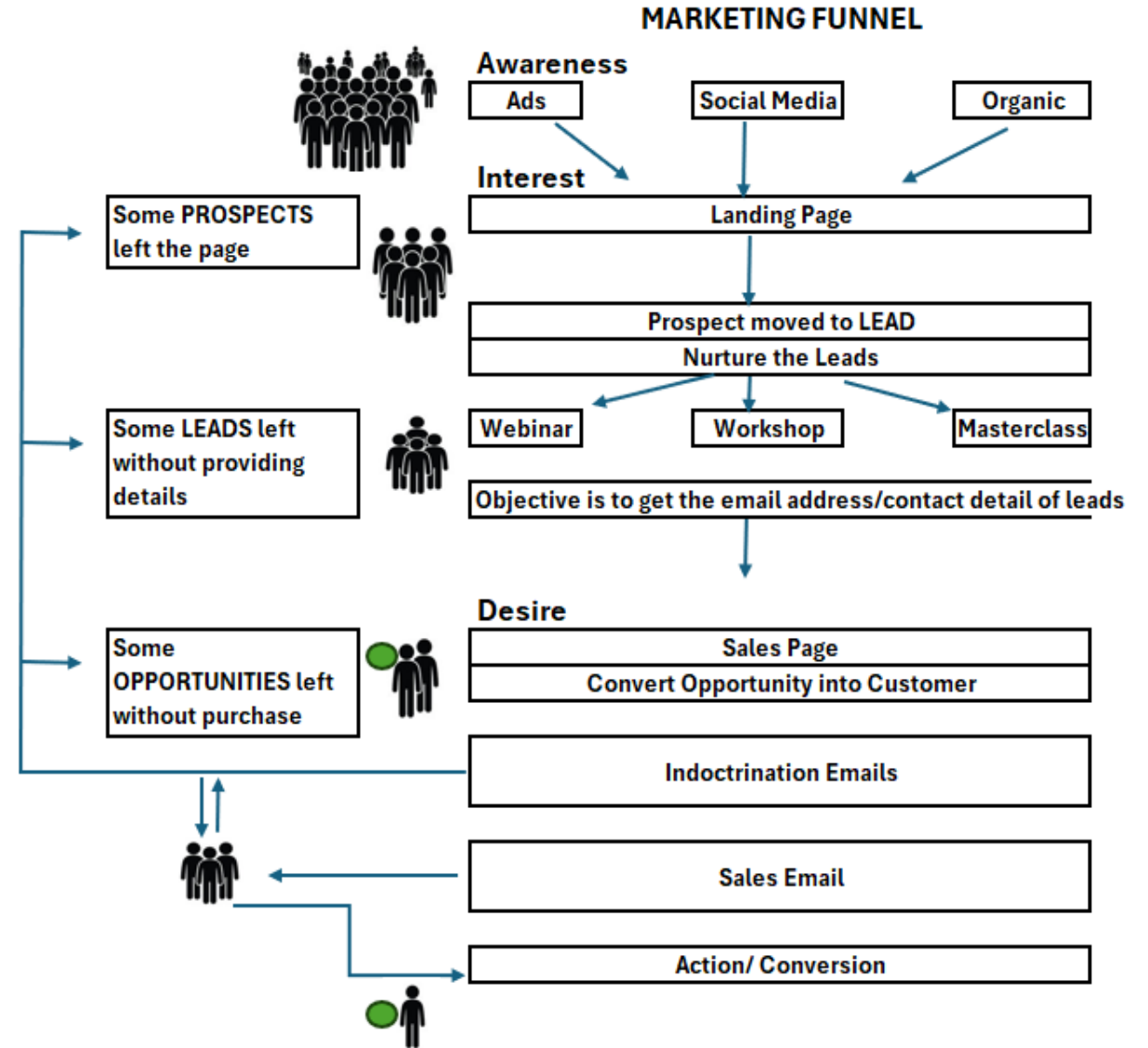
Top of the funnel (TOFU) – Building awareness about your product/ the problem you address.

Middle of the funnel (MOFU) – Teaching people how to choose the solution.

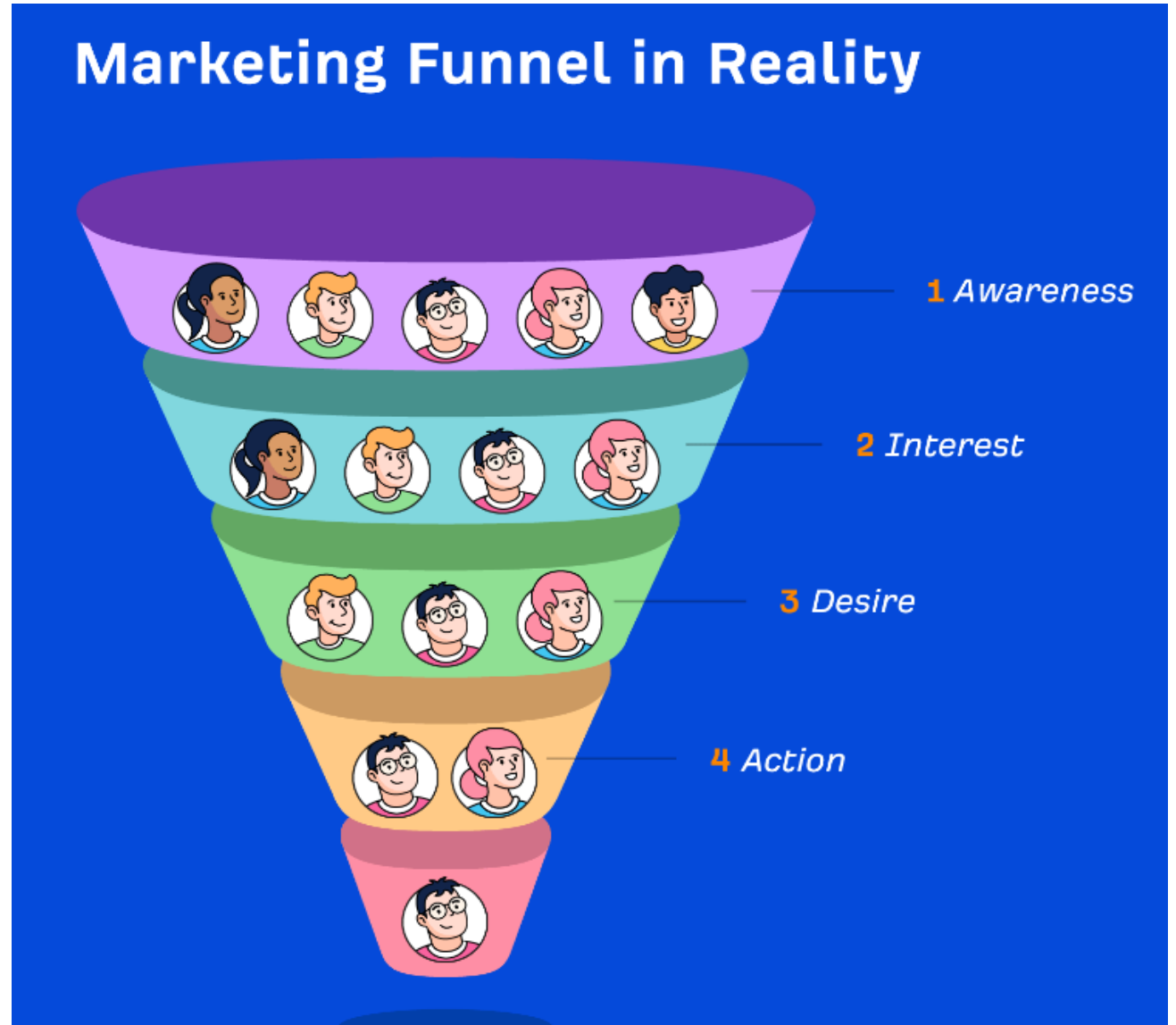
Bottom of the funnel (BOFU) – Explaining why your product is the best solution.



Marketing Funnel Strategy in reality



Marketing Strategy in reality





Thank you
