User

Additionally we can think about how the compositionality rules might be expressed rigorously, in light of the fact that we have the metal funnel stages sequence. Obviously anywhere that the ontology lazily says "continued engagement" must actually be implying a whole series of other funnels that are really going on to make that happen. This is part of the larger fact that the ends of many funnels will compose with the beginnings of many others. moreover the start of many funnels are likely to have pre-conditions and therefore compose with the ends of other funnels. and as we just disussed it can be entirely piecemeal. hoever, the meta funnel stage sequence order is likely to always remain correctly sequenced (unless there is a repitition). Propose A more rigorous framework for funnel composition that takes all of ythis into account. The major constant is the customer on their journey, always moving forward and up

ChatGPT

Absolutely, the customer's journey is the central thread that ties all the funnels together. The meta funnel stages sequence provides a high-level view of this journey, but as you've pointed out, each stage can involve multiple funnels and the transition between stages can be complex and non-linear.

Here's a more rigorous framework for funnel composition that takes these factors into account:

1. Customer-Centric Approach: The customer's journey should be the central focus of the funnel composition. Each funnel and each stage within a funnel should be designed with the goal of moving the customer forward on their journey.

2. Funnel Pre-Conditions and Post-Conditions: Each funnel should be defined not only by the steps it involves but also by its pre-conditions (what must be true for the funnel to start) and post-conditions (what is expected to be true after the funnel is completed). This can help identify where funnels can be interconnected. For example, the post-condition of a content funnel might be that the customer has shown interest in the content, which is the pre-condition for an email funnel.

3. Funnel Mapping: Map out all possible paths a customer can take through the interconnected funnels. This can help identify where funnels can be optimized to guide more customers towards the desired outcome (conversion).

4. Meta Funnel Stage Alignment: While the customer's journey can be complex and non-linear, it should generally align with the meta funnel stages sequence. If a customer seems to be moving backwards in the sequence (e.g., from 'Action' back to 'Interest'), this could indicate a problem that needs to be addressed.

5. Funnel Feedback Loops: Recognize that feedback loops can occur within and between funnels. For example, a customer might go through an email funnel, make a purchase (conversion), and then enter a post-sales funnel where they receive a follow-up email. If they respond positively to the follow-up email, they might be looped back into the email funnel for another round of marketing.

6. Continuous Optimization: Use data from each funnel and each customer interaction to continuously optimize the funnels and the transitions between them. This could involve A/B testing, customer segmentation, personalization, and other strategies.

7. Omnichannel Integration: Ensure that all funnels and customer touchpoints are integrated into a cohesive omnichannel marketing strategy. This can provide a consistent and unified customer experience, which can help guide customers smoothly along their journey.

This framework provides a more rigorous and comprehensive approach to funnel composition, recognizing the complexity and non-linearity of the customer journey while maintaining a clear focus on the ultimate goal of customer ascension.

User

mmm. i need these to be more like mathematical rules. not just a bunch of paragraphs. The rules should allow us to soundly compose any of the funnels in the ontology in a way that does not violate the order of the meta funnel stage steps towards ascension, but may accommodate for repetition, variation, deviation, and re-engagement along the customer journey. The ultimate framework will enable funnel state machine architecture.

Meta Funnel Stages: Awareness → Interest → Engagement → Action → Conversion → Ascension

Audience Attraction Funnels

Content Funnels:

Steps involved: Content Creation (Awareness) → Content Promotion (Interest) → Content Consumption (Engagement) → Content Interaction (Likes, Shares, Comments - Action) → Lead Generation (Conversion - Opt-in for more content, Newsletter Signup) → Continued Engagement (Ascension)

Social Media Funnels:

Steps involved: Social Post Creation (Awareness) → Social Post Promotion (Interest) → Social Post Interaction (Engagement - Likes, Shares, Comments) → Website Click (Action) → Squeeze Page Conversion (Conversion - Form Submission, Purchase) → Continued Engagement (Ascension)

Sub-categories: Facebook Funnels, LinkedIn Funnels, Instagram Funnels, etc. Each with their unique considerations and methods of engagement.

Podcast and Video Marketing Funnels:

Steps involved: Content Creation (Awareness) → Content Promotion (Interest) → Content Consumption (Engagement - Views, Downloads, Shares) → Content Interaction (Comments, Likes - Action) → Lead Generation (Conversion - Subscription, Purchase) → Continued Engagement (Ascension)

SEO Funnels:

Steps involved: Keyword Research (Awareness) → Content Creation (Interest) → On-Page SEO (Engagement) → Search Result Click (Action) → Site Engagement (Conversion - Page views, time on site) → Opt-in (Ascension - Form Submission)

Engagement Funnels

Email Funnels:

Steps involved: Email Creation (Awareness) → Email Distribution (Interest) → Email Open (Engagement) → Email Read → Click on CTA (Action) → Conversion (Conversion - Purchase, Form Submission) → Continued Engagement (Ascension)

Webinar Funnels:

Steps involved: Webinar Creation (Awareness) → Webinar Promotion (Interest) → Webinar Registration (Engagement) → Webinar Attendance (Action) → Follow-up Email (Conversion) → Conversion (Purchase, Sign-up for next webinar - Ascension)

Event Marketing Funnels:

Steps involved: Event Planning (Awareness) → Event Promotion (Interest) → Event Registration (Engagement) → Event Attendance (Action) → Follow-up Communication (Conversion) → Conversion (Purchase, Sign-up for next event - Ascension)

App Funnels:

Steps involved: App Download (Awareness) → App Open (Interest) → App Usage (Engagement - Clicks, Session Length) → In-App Action (Action - Click on CTA, Fill form) → Conversion (Conversion - In-App Purchase, Upgrade) → Continued Engagement (Ascension)

Lead Generation Funnels

Ad Funnels:

Steps involved: Ad Creation (Awareness) → Ad Placement (Interest) → Ad View (Engagement) → Ad Click (Action) → Landing Page Interaction (Conversion) → Conversion (Form Submission, Purchase - Ascension)

Sub-category: Retargeting Funnels: Identification of Non-Converters (Awareness) → Retargeting Ad (Interest) → Click on Retargeting Ad (Engagement) → Re-Entry into Funnel (Action) → Conversion (Conversion - Purchase, Form Submission) → Continued Engagement (Ascension)

Affiliate Funnels:

Steps involved: Affiliate Program Creation (Awareness) → Affiliate Recruitment (Interest) → Affiliate Link Click (Engagement) → Landing Page Interaction (Action) → Conversion (Conversion - Form Submission, Purchase) → Continued Engagement (Ascension)

Call Booking Funnels:

Steps involved: Call Request Form (Awareness) → Call Request Submission (Interest) → Call Confirmation (Engagement) → Call Participation (Action) → Follow-up (Conversion) → Conversion (Booking a service, Purchase - Ascension)

Sales Funnels

Direct Sales Funnels:

Steps involved: Lead Identification (Awareness) → Outreach (Email, Call - Interest) → Presentation (Engagement) → Follow-up (Action) → Close (Conversion) → Continued Engagement (Ascension)

E-commerce Funnels:

Steps involved: Product View (Awareness) → Add to Cart (Interest) → Checkout (Engagement) → Purchase (Conversion) → Continued Engagement (Ascension)

Subscription Sales Funnel:

Steps involved: Free Trial Signup (Awareness) → Use of Service (Interest) → Upgrade Prompt (Engagement) → Subscription (Conversion) → Continued Engagement (Ascension)

Freemium to Premium Sales Funnel:

Steps involved: Free Version Signup (Awareness) → Use of Free Version (Interest) → Upgrade Prompt (Engagement) → Premium Purchase (Conversion) → Continued Engagement (Ascension)

Post-Sales Funnels

Onboarding Funnels:

Steps involved: Initial Purchase (Awareness) → Welcome Email (Interest) → Guided Usage (Engagement) → Full Usage (Conversion) → Continued Engagement (Ascension)

Support Funnels:

Steps involved: Issue Identification (Awareness) → Support Request Submission (Interest) → Issue Resolution (Engagement) → Follow-up (Conversion) → Continued Engagement (Ascension)

Upselling/Cross-selling Funnels:

Steps involved: Initial Purchase (Awareness) → Additional Product Promotion (Interest) → Additional Purchase (Conversion) → Continued Engagement (Ascension)

Renewal Funnel:

Steps involved: End of Subscription (Awareness) → Renewal Prompt (Interest) → Subscription Renewal (Conversion) → Continued Engagement (Ascension)

Referral and Growth Funnels

Referral Funnels:

Steps involved: Existing Customer (Awareness) → Referral Program Introduction (Interest) → Referral Action (Engagement) → Reward Redemption (Conversion) → Continued Engagement (Ascension)

Churn Analysis and Reduction Funnel:

Steps involved: Churn Identification (Awareness) → Churn Cause Analysis (Interest) → Rectification Actions (Engagement) → Retention (Conversion) → Continued Engagement (Ascension)

Market/Product Line Expansion Funnel:

Steps involved: Existing Market Success (Awareness) → New Market Identification (Interest) → New Market Introduction (Engagement) → Expansion Success (Conversion) → Continued Engagement (Ascension)

Customer Lifetime Value (CLV) Funnel:

Steps involved: Initial Purchase (Awareness) → Repeat Purchase Encouragement (Interest) → Customer Loyalty Building (Engagement) → Churn Reduction (Conversion) → CLV Maximization (Ascension)

Community Building Funnels:

Steps involved: Community Promotion (Awareness) → User Engagement (Interest) → Community Interaction (Engagement) → Brand Advocacy (Conversion) → Continued Engagement (Ascension)

Influencer Marketing Funnels:

Steps involved: Influencer Identification (Awareness) → Influencer Collaboration (Interest) → Influencer Content Promotion (Engagement) → Audience Engagement (Action) → Conversion (Conversion - Purchase, Form Submission) → Continued Engagement (Ascension)

Additional Funnels

Testimonial/Review Funnels:

Steps involved: Request for Testimonial/Review (Awareness)→ Testimonial/Review Submission (Interest) → Publication of Testimonial/Review (Conversion) → Continued Engagement (Ascension)

Offline Marketing Funnels:

Steps involved: Offline Promotion (Awareness) → Customer Interaction (Interest) → Desired Action (Purchase, Visit Website, etc. - Action) → Conversion (Conversion) → Continued Engagement (Ascension)

AI and Predictive Analytics Funnel:

Steps involved: Data Collection (Awareness) → Predictive Analysis (Interest) → Action Suggestion (Engagement) → Action Implementation (Action) → Success Measurement (Conversion) → Continued Engagement (Ascension)

Funnel Composition Logic

Funnel Stages: Each funnel follows the same general flow of Awareness → Interest → Engagement → Action → Conversion → Ascension, but the specific steps and strategies used can vary greatly based on the type of funnel and the goals of the marketer.

Funnel Composition: The specific composition of the funnel (i.e., the combination of different types of funnels) should be tailored to the needs of the business and the behavior of the target audience. For example, a business targeting a younger audience might focus more on social media and content funnels, while a B2B business might focus more on email and direct sales funnels.

Sequential Funnels: Some funnels are meant to feed into others. For example, a content funnel might lead into an email funnel, with the goal of the content funnel being to generate leads for the email funnel.

Parallel Funnels: Other funnels might operate in parallel, targeting different segments of the audience or different goals simultaneously. For example, a business might run an SEO funnel to attract organic traffic, a PPC ad funnel to attract paid traffic, and a social media funnel to engage with the audience, all at the same time.

Non-linearity of Funnels

While the funnels are presented in a linear fashion for simplicity, it's important to note that customer journeys often loop back, skip stages, or cross from one funnel into another. For example, a customer may go from the 'Interest' stage in a 'Content Funnel' directly to the 'Action' stage in an 'Email Funnel'. This non-linearity should be recognized and accounted for in the implementation of these funnels.

Omnichannel Marketing

In the context of sequential and parallel funnels, it's crucial to ensure seamless integration and communication between different marketing channels. This approach, known as omnichannel marketing, provides a consistent and unified customer experience across all touchpoints. This could also include the use of technology (like CRM systems) to track and manage customer interactions across different channels.

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ChatGPT

Certainly, the composition of funnels can be thought of in a more mathematical or formal way. Here's a proposed set of rules for funnel composition:

Rule 1: Funnel Pre-Conditions and Post-Conditions: Each funnel F has a set of pre-conditions P(F) and post-conditions Q(F). A funnel F2 can follow a funnel F1 if and only if the post-conditions of F1 are a subset of the pre-conditions of F2. In other words, Q(F1) ⊆ P(F2).

Rule 2: Meta Funnel Stage Order: Each funnel F is associated with a sequence of meta funnel stages S(F). The sequence of stages for a composition of funnels F1, F2, ..., Fn is the concatenation of the sequences for each funnel, S(F1) + S(F2) + ... + S(Fn). This sequence must be a subsequence of the full meta funnel stage sequence (Awareness → Interest → Engagement → Action → Conversion → Ascension), allowing for repetition but not reordering.

Rule 3: Customer Progress: The customer's progress through the funnels should be monotonically non-decreasing according to the meta funnel stage sequence. In other words, the customer should always be moving forward or repeating a stage, but never moving backwards.

Rule 4: Funnel Re-Entry and Looping: If a customer does not meet the post-conditions of a funnel F (i.e., they do not convert), they can be re-entered into the same funnel or looped back to a previous funnel whose post-conditions are a subset of the pre-conditions of F.

Rule 5: Parallel Funnels: Multiple funnels can operate in parallel if they target different segments of the audience or different goals. The union of their post-conditions must be a subset of the pre-conditions of the next funnel in the sequence.

Rule 6: Funnel Termination: A funnel sequence terminates when it reaches the Ascension stage. However, the customer can enter a new sequence starting from the Awareness stage for a different product, service, or goal.

These rules provide a formal framework for composing funnels while ensuring that the customer's journey aligns with the meta funnel stage sequence. They accommodate the complexity and non-linearity of real-world customer journeys, including repetition, variation, deviation, and re-engagement.

User

make an example of a multi-step multi-way complex composed funnel using the rules.

ChatGPT

Sure, let's consider a complex composed funnel that involves multiple steps and pathways. We'll use the following funnels from your ontology:

Content Funnel

Email Funnel

Webinar Funnel

Call Booking Funnel

Direct Sales Funnel

Here's how a customer might progress through these funnels:

Step 1: Content Funnel (Awareness → Interest → Engagement → Action → Conversion)

The customer first encounters a blog post (Content Creation - Awareness) on the company's website. They find the topic interesting (Content Promotion - Interest) and read the entire post (Content Consumption - Engagement). They like the post and share it on their social media (Content Interaction - Action). At the end of the post, they see an offer for a free ebook on a related topic and decide to sign up for it (Lead Generation - Conversion).

Step 2: Email Funnel (Awareness → Interest → Engagement → Action → Conversion)

After signing up for the ebook, the customer is entered into an email funnel. They receive a welcome email (Email Creation - Awareness) with the ebook attached. They open the email and download the ebook (Email Open - Interest, Email Read - Engagement). In subsequent emails, they receive more information about the topic and offers for a free webinar (Click on CTA - Action). They decide to sign up for the webinar (Conversion).

Step 3: Webinar Funnel (Awareness → Interest → Engagement → Action → Conversion)

The customer attends the webinar (Webinar Attendance - Action), where they learn more about the topic and the company's services. After the webinar, they receive a follow-up email with an offer for a free consultation call (Follow-up Email - Conversion).

Step 4: Call Booking Funnel (Awareness → Interest → Engagement → Action → Conversion)

The customer decides to book a consultation call (Call Request Submission - Interest). They receive a confirmation email and attend the call (Call Confirmation - Engagement, Call Participation - Action). During the call, they express interest in the company's services (Follow-up - Conversion).

Step 5: Direct Sales Funnel (Awareness → Interest → Engagement → Action → Conversion → Ascension)

After expressing interest in the company's services, the customer is entered into a direct sales funnel. They receive a proposal (Outreach - Interest) and have a follow-up call with a sales representative (Presentation - Engagement). They decide to purchase the service (Close - Conversion). After the purchase, they continue to engage with the company through onboarding, support, and upselling/cross-selling funnels (Continued Engagement - Ascension).

This example demonstrates how multiple funnels can be composed to guide a customer through a complex journey. The customer progresses through the meta funnel stages in order, but the stages can repeat and the customer can loop back or skip ahead as needed. The sequence of funnels is tailored to the customer's behavior and the company's goals, and each funnel feeds into the next in a logical and effective way.

User

Provide another example. Even more complex this time.

ChatGPT

Sure, let's consider a more complex customer journey that involves multiple funnels, including some that run in parallel and some that loop back on themselves. We'll use the following funnels from your ontology:

1. Social Media Funnel

2. Content Funnel

3. Email Funnel

4. Webinar Funnel

5. Ad Funnel

6. Retargeting Funnel

7. Call Booking Funnel

8. Direct Sales Funnel

9. Onboarding Funnel

10. Upselling/Cross-selling Funnel

11. Renewal Funnel

Here's how a customer might progress through these funnels:

\*\*Step 1: Social Media Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

The customer first encounters the company through a post on Facebook (Social Post Creation - Awareness). They find the post interesting (Social Post Promotion - Interest) and click on it to learn more (Social Post Interaction - Engagement). This takes them to a blog post on the company's website (Website Click - Action). At the end of the post, they see an offer for a free ebook on a related topic and decide to sign up for it (Squeeze Page Conversion - Conversion).

\*\*Step 2: Content Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

After reading the blog post and signing up for the ebook, the customer is entered into a content funnel. They receive the ebook (Content Creation - Awareness) and find it valuable (Content Consumption - Engagement). In the ebook, they see an offer for a free webinar on a related topic (Content Interaction - Action). They decide to sign up for the webinar (Lead Generation - Conversion).

\*\*Step 3: Email Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

After signing up for the webinar, the customer is entered into an email funnel. They receive a confirmation email for the webinar (Email Creation - Awareness) and open it (Email Open - Engagement). In subsequent emails, they receive more information about the webinar and reminders to attend (Click on CTA - Action). They attend the webinar (Conversion).

\*\*Step 4: Webinar Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

The customer attends the webinar (Webinar Attendance - Action), where they learn more about the topic and the company's services. After the webinar, they receive a follow-up email with an offer for a free consultation call (Follow-up Email - Conversion).

\*\*Step 5: Ad Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

While the customer is considering the offer for a free consultation call, they see an ad for the company's services on another website (Ad Creation - Awareness). They click on the ad (Ad Click - Engagement) and are taken to a landing page with more information about the services (Landing Page Interaction - Action). They decide to book a consultation call (Conversion).

\*\*Step 6: Retargeting Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

After booking the consultation call, the customer is entered into a retargeting funnel. They see retargeting ads on various websites reminding them of the upcoming call (Retargeting Ad - Interest). They click on one of the ads (Click on Retargeting Ad - Engagement) and are taken back to the company's website, where they confirm their attendance for the call (Re-Entry into Funnel - Action, Conversion).

\*\*Step 7: Call Booking Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

The customer attends the consultation call (Call Participation - Action). During the call, they express interest in the company's services (Follow-up - Conversion).

\*\*Step 8: Direct Sales Funnel (Awareness → Interest → Engagement → Action → Conversion → Ascension)\*\*

After expressing interest in the company's services, the customer is entered into a direct sales funnel. They receive a proposal (Outreach - Interest) and have a follow-up call with a sales representative (Presentation - Engagement). They decide to purchase the service (Close - Conversion). After the purchase, they are entered into an onboarding funnel (Continued Engagement - Ascension).

\*\*Step 9: Onboarding Funnel (Awareness → Interest → Engagement → Action → Conversion → Ascension)\*\*

After purchasing the service, the customer receives a welcome email and begins using the service (Initial Purchase - Awareness, Welcome Email - Interest, Guided Usage - Engagement). They find the service valuable and continue to use it (Full Usage - Conversion). They are then entered into an upselling/cross-selling funnel (Continued Engagement - Ascension).

\*\*Step 10: Upselling/Cross-selling Funnel (Awareness → Interest → Engagement → Action → Conversion → Ascension)\*\*

After using the service for a while, the customer receives an email promoting an additional product (Initial Purchase - Awareness, Additional Product Promotion - Interest). They decide to purchase the additional product (Additional Purchase - Conversion). They continue to use both products and are entered into a renewal funnel (Continued Engagement - Ascension).

\*\*Step 11: Renewal Funnel (Awareness → Interest → Engagement → Action → Conversion → Ascension)\*\*

Near the end of their subscription period, the customer receives a reminder email (End of Subscription - Awareness, Renewal Prompt - Interest). They decide to renew their subscription (Subscription Renewal - Conversion). They continue to use the service and remain a loyal customer (Continued Engagement - Ascension).

This example demonstrates how multiple funnels can be composed to guide a customer through a complex journey. The customer progresses through the meta funnel stages in order, but the stages can repeat and the customer can loop back or skip ahead as needed. The sequence of funnels is tailored to the customer's behavior and the company's goals, and each funnel feeds into the next in a logical and effective way.

ChatGPT 2/2

Sure, let's consider a more complex scenario involving the following funnels:

1. Social Media Funnel

2. Content Funnel

3. Email Funnel

4. Ad Funnel

5. Retargeting Funnel

6. Webinar Funnel

7. Call Booking Funnel

8. Direct Sales Funnel

9. Onboarding Funnel

10. Upselling/Cross-selling Funnel

11. Referral Funnel

Here's how a customer might progress through these funnels:

\*\*Step 1: Social Media Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

The customer first encounters the company through a post on Instagram (Social Post Creation - Awareness). They find the post interesting and follow the company's Instagram page (Social Post Interaction - Interest). They regularly engage with the company's posts (Engagement). One day, they see a post promoting a blog post on the company's website and decide to click on it (Website Click - Action). They read the blog post and sign up for the company's newsletter (Squeeze Page Conversion - Conversion).

\*\*Step 2: Content Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

After signing up for the newsletter, the customer receives regular blog posts from the company (Content Creation - Awareness). They find the topics interesting and regularly read the posts (Content Consumption - Engagement). They like and share the posts on their social media (Content Interaction - Action). They see an offer for a free ebook on a related topic and decide to download it (Lead Generation - Conversion).

\*\*Step 3: Email Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

After downloading the ebook, the customer receives a series of emails from the company (Email Creation - Awareness). They open and read the emails (Email Open - Interest, Email Read - Engagement). One of the emails contains an offer for a discounted product (Click on CTA - Action). They consider buying the product but ultimately decide not to (Conversion).

\*\*Step 4: Ad Funnel and Retargeting Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

Since the customer showed interest in the product but didn't purchase it, they are entered into a retargeting funnel. They start seeing ads for the product on various websites (Ad Creation - Awareness, Ad Placement - Interest). They click on one of the ads and are taken to the product page (Ad Click - Engagement). They still decide not to purchase the product (Landing Page Interaction - Conversion).

\*\*Step 5: Webinar Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

The company decides to host a webinar to provide more information about the product. The customer receives an email about the webinar and decides to register (Webinar Registration - Engagement). They attend the webinar and learn more about the product (Webinar Attendance - Action). After the webinar, they receive a follow-up email with a special offer for the product (Follow-up Email - Conversion).

\*\*Step 6: Call Booking Funnel (Awareness → Interest → Engagement → Action → Conversion)\*\*

The customer decides to book a consultation call to learn more about the product (Call Request Submission - Interest). They receive a confirmation email and attend the call (Call Confirmation - Engagement, Call Participation - Action). During the call, they decide to purchase the product (Follow-up - Conversion).

\*\*Step 7: Direct Sales Funnel (Awareness → Interest → Engagement → Action → Conversion → Ascension)\*\*

After purchasing the product, the customer is entered into an onboarding funnel. They receive a welcome email and start using the product (Initial Purchase - Awareness, Welcome Email - Interest, Guided Usage - Engagement). They have a positive experience with the product and decide to purchase a related product (Additional Purchase - Conversion).

\*\*Step 8: Upselling/Cross-selling Funnel (Awareness → Interest → Engagement → Action → Conversion → Ascension)\*\*

After their initial purchase, the customer receives emails promoting related products (Additional Product Promotion - Interest). They decide to purchase one of these products (Additional Purchase - Conversion). They continue to engage with the company and use their products (Continued Engagement - Ascension).

\*\*Step 9: Referral Funnel (Awareness → Interest → Engagement → Action → Conversion → Ascension)\*\*

The customer is so satisfied with their experience that they decide to refer a friend to the company (Referral Action - Engagement). Their friend makes a purchase, and the customer receives a discount on their next purchase as a reward (Reward Redemption - Conversion). They continue to engage with the company and make further purchases (Continued Engagement - Ascension).

This example demonstrates how a customer can progress through multiple funnels in a complex journey. The customer's journey is not linear; they may loop back, skip stages, or cross from one funnel into another. The sequence of funnels is tailored to the customer's behavior and the company's goals, and each funnel feeds into the next in a logical and effective way.