

What is sales funnel?

A sales or marketing funnel describes your customer's journey with you.

From the initial stages when someone learns about your business, to the purchasing stage, marketing funnels map routes to conversion and beyond.

Marketing funnels help provide a structure to all your marketing activities and tell you how to target a customer in the best way. Marketing is much more effective when you target prospects based on which stage of the funnel they are in.

People at the top of the funnel are not even aware of your brand yet, so you can't simply expect them to make a purchase, you need to inform them first. Sending a bottom-of-the-funnel prospect marketing material aimed at spreading brand awareness is equally futile. The best way to target consumers is to know where they are in the marketing funnel and use the right marketing tactics to direct them further down the tunnel.

Sales funnel

Stages & strategy

Actions

Awareness

- *When customers buy a product or service, they're typically looking for a solution to a problem.*
- *In the awareness stage, you must let people know that you have a potential solution to their problem.*



Content campaigns
E-books/whitepapers
Events/trade shows
Press releases
Social media
Webinars

Interest

- *Once a customer is aware of your company, you must pique their interest.*
- *Just because they know your product or service exists as a potential solution to their problem doesn't mean they are automatically going to choose you.*
- *In the interest phase, the customer actively researches products or services that will solve their problem, so you should make sure they are able to find your company (e.g., how does your product/website rank on Google?).*



Warm leads/MQLs contacting
Discovery
Email signups
Free trials
Free samples
Free quote/estimate

Decision

- *Make the decision easier by offering a smaller commitment at first, like a free trial.*
- *You (and your company) need to feel relatable as well as authoritative to customers, like you know how to solve their problems.*
- *You can also accelerate the decision-making process by selling your product as the only real solution to their problems or as being scarce.*



Hot leads/SQLs contacting
Demos
Trials
Case studies
Proposal
Trade

Action

- *Once your customer has made a decision and is ready to act, you want to make it as easy as possible to purchase.*
- *Review your final sales process to ensure maximum ease and comfort for your customers.*



Consultations
Training sessions
Follow-through
Paperwork

