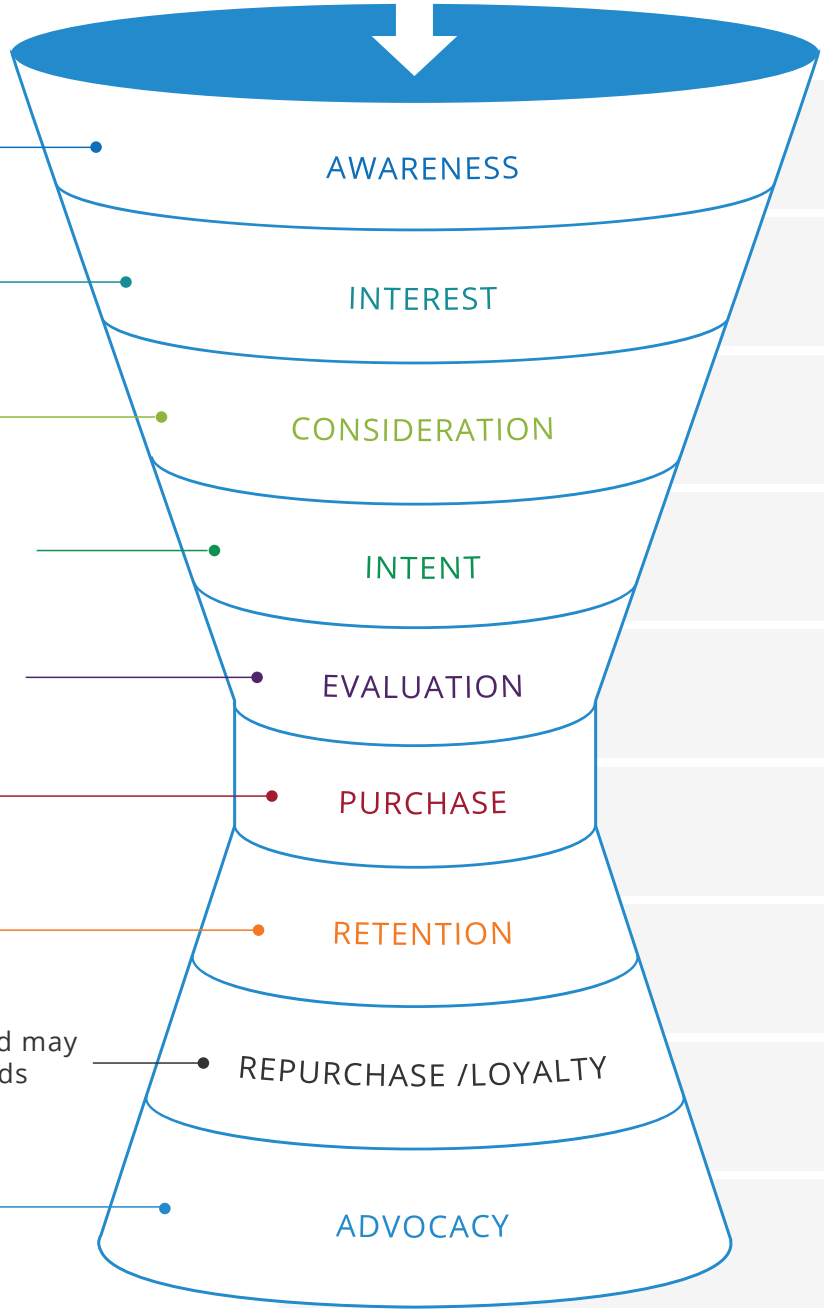
bubblebox .CLOUD

salesforce consulting partner

THE MARKETING FUNNEL



AWARENESS

Customer identified a problem or a need

- Targeted marketing campaigns
- Email advertising, social media, events, webinars, search, etc.

INTEREST

Customer is seeking information

- Introduction and engagement
- Emails, content, newsletters, etc.

CONSIDERATION

Customer is comparing brands, products and services

- Education and product information
- Automated email journeys, demos, free trials, etc.

INTENT

Customer is committed and seeking to make contact with your company

- Product demos and meetings
- Sales team to nurture contact

EVALUATION

Customer is making a final decision

- Sales team answering remaining questions
- Proving why customers should select your brand

PURCHASE

Customer decides to buy

- Closed the deal and made the sale.

RETENTION

Nurture your customers and educate them on your company

- Educate and strength relationships with thank you, onboarding and engagement campaigns
- Email journeys, videos, guides, etc.

REPURCHASE /LOYALTY

Customer is getting to know you and may be identifying new problems or needs

- Cross-sell/Upsell campaigns
- Increase customer stickiness

ADVOCACY

Customer is happy to share their experience, refer and/or recommend you to others

- Referral campaigns
- Company reviews, testimonials, videos, etc.