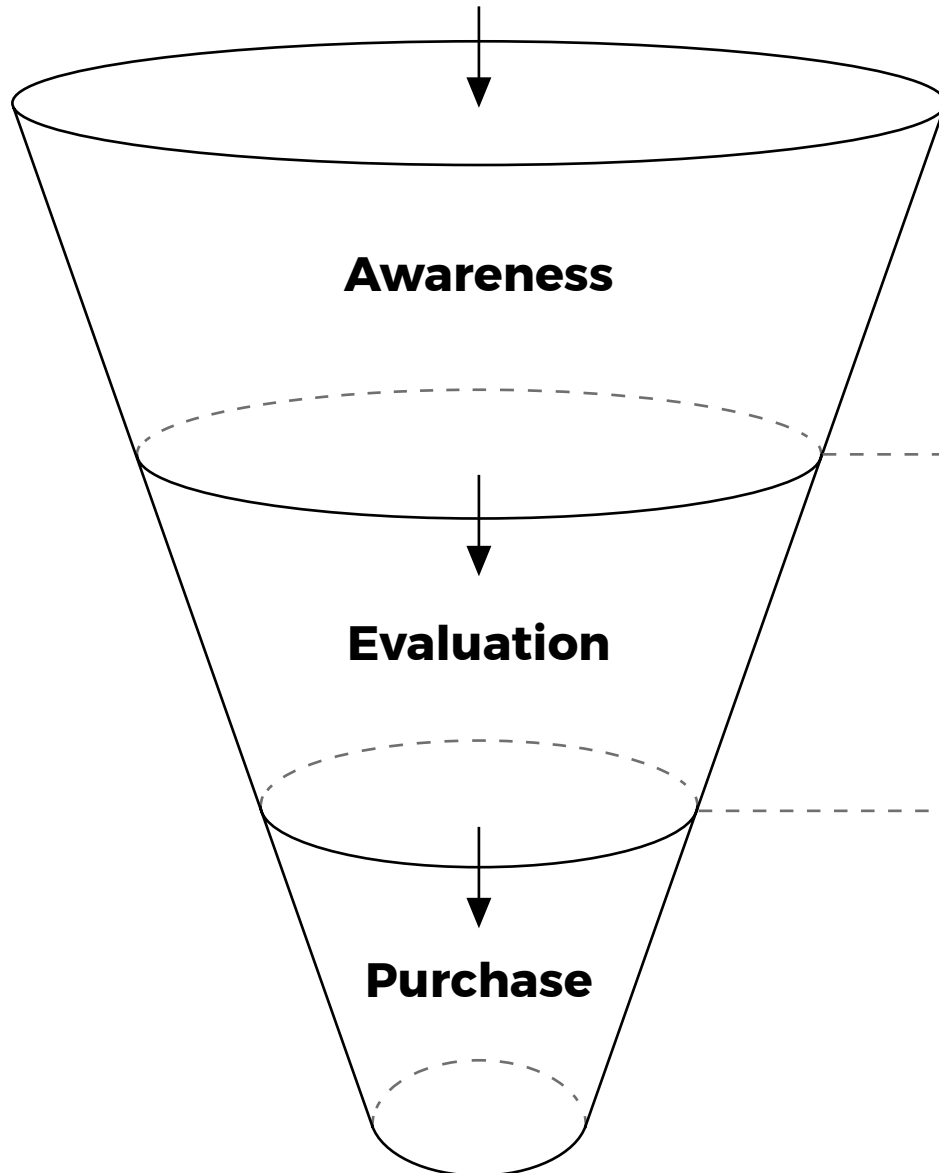


Planning your funnel: **The funnel in**



Potential customers



Goal:

Make a potential customer aware of my company or product.

Tool / channel:

Strategy:

Goal:

Make an aware potential customer evaluate my company or product.

Tool / channel:

Strategy:

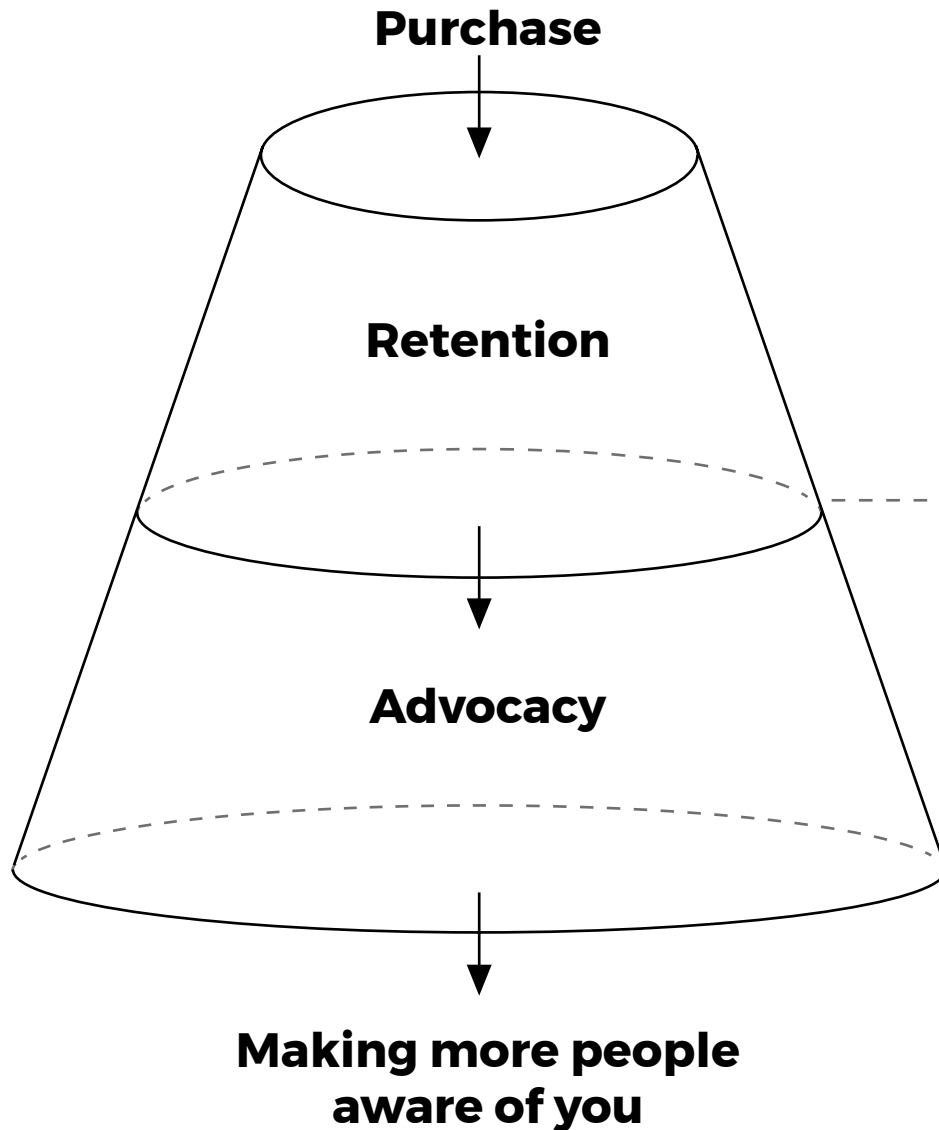
Goal:

Make an evaluating potential customer purchase my product.

Tool / channel:

Strategy:

Planning your funnel: **The funnel out**



Goal:

Retain the customer so they keep buying from me.

Tool / channel:

Strategy:

Goal:

Turn my retained customer into an advocate so they make more people aware of my company or product.

Tool / channel:

Strategy: