

SALES FUNNEL

AWARENESS



Make people aware of your product and service. How are you going to do this?
Ex: social media, blog, advertising on radio, printed media, or T.V.

INTEREST



People have learned about your brand and are hooked but how are you going to keep them interested?

CONSIDERATION



People are taking an interest in your product or service. Often time research and pros and cons are considered here by the consumer.

ENGAGEMENT



Very close to making the sale but not quite there. Need something to push the customer off the edge to follow through.

CLOSING



The sale has gone through. Now you want to repeat this so the old customers or new customers will want to close another sale.