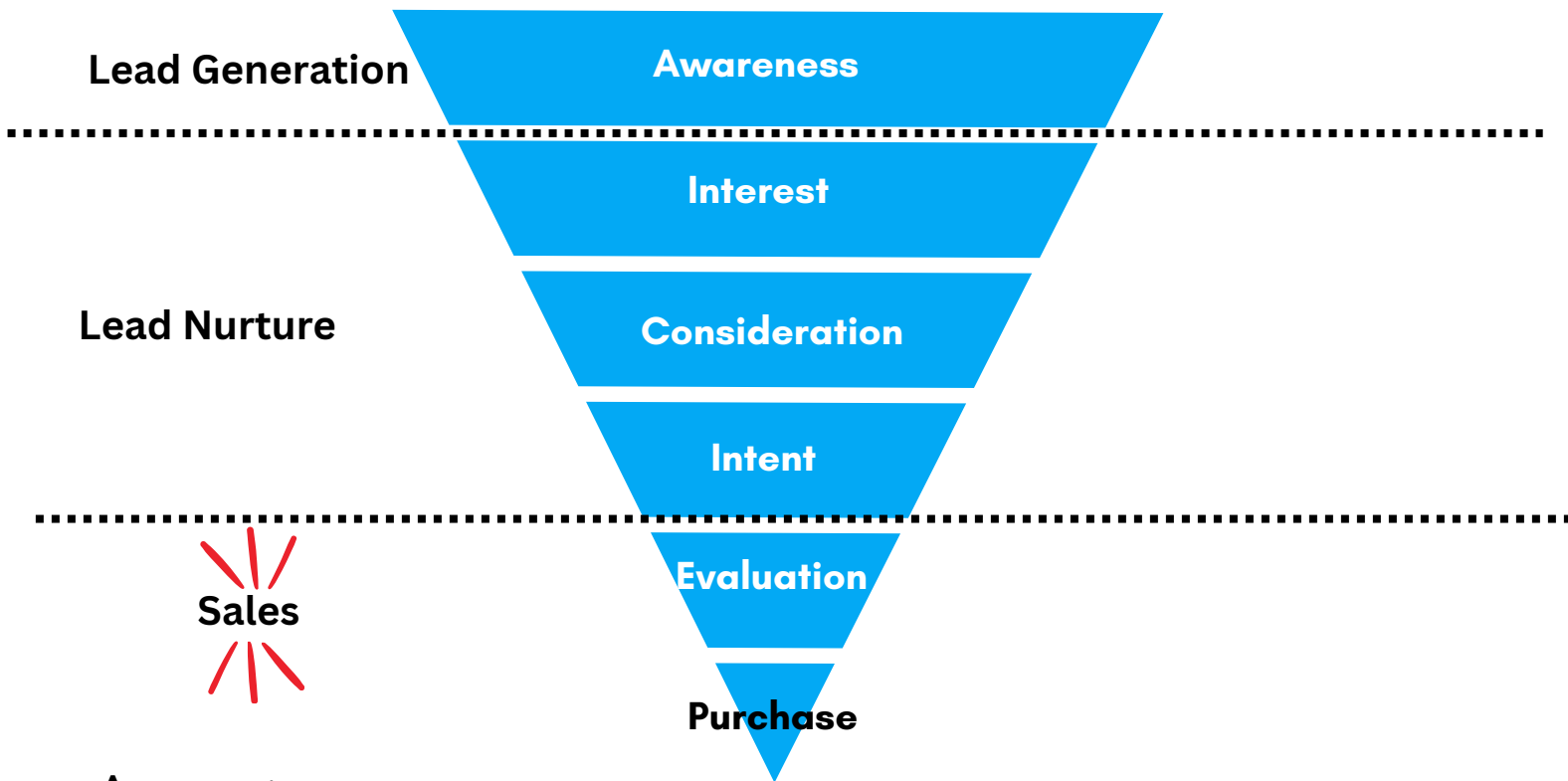


THE FUNNEL



Management consultant Peter Drucker is quoted as saying, "The aim of marketing is to make selling superfluous." Planning your funnel is critical in executing your marketing efforts and ultimately closing sales.



Awareness:

- Ideal client research, marketing campaigns aimed at target audience
- Events, Advertising, trade shows, content development (i.e blogs, webinars, social media, etc.)
- Traditional (TV, print, direct mail) or Digital (paid search, SEO, email marketing)
- Public Relations: newsworthy media mentions

Interest:

- Educational marketing: engagement and introduction to unique positioning
- Emails, targeted content, classes/courses, webinars, newsletters and more

Consideration:

- Product information and specials
- Automated email campaigns, case studies, free trials and more

Intent:

- Product demos, shopping carts, book discovery calls
- Nurture with stream of content including calls-to-action

Evaluation:

- Client weighs options. Be their resource, highlight your USP to prove you're the best!

Purchase:

- Sales transaction occurs, client is won and onboarded.

Ready to create a strategic marketing campaign?
Create it with marketing experts who will aim for business results: **UpLevelC.com**