THE PURCHASE FUNNEL

FABRIC

A purchase funnel is the journey your customers take from first learning about your brand right through to when they convert.

Understanding how you can influence customers at each stage will allow you to build brand loyalty and trust, enabling you to turn strangers into customers and advocates for your organisation.

AWARENESS

Here's where prospects first realise they have a problem that needs solving and start searching for a solution. Potential customers aren't yet aware of your brand so they will generally take longer to convert. This stage is all about getting your prospects attention to build brand awareness so think social channels, blogs, webinars and videos.

INTEREST

At this stage, prospects are newly aware of your organisation and are actively seeking out your product/service. This stage is all about educating your audience on how your brand is different from competitors so consider newsletters, blogs, tutorials and any other added value content that will nurture prospects further down the funnel.

CONSIDERATION

Here, prospects are weighing up their options ahead of making that all important purchase decision. Think reviews, demos and user generated content on socials to draw prospects in.

PURCHASE

This is where your prospects are ready to commit! Case studies, testimonials and affiliate channels are great at this stage to bolster your reputation and convert prospects into paying customers.

ADVOCACY

This is the golden stage of the purchase funnel and is not one to be overlooked. People at this stage have already bought into your brand and have the potential to become huge advocates for your organisation. Leverage this loyalty through value added content, referral incentives, and giveaways.

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