Marketing funnel is one of the most important secrets of e-marketing?

Introduction

In the contemporary era, marketing experts have resorted to inventing effective marketing methods to promote products and services, compared to the prevailing traditional methods of attracting customers. One of the most prominent of these methods is marketing funnel, but what is marketing funnel, what is its importance, and how can it be used to serve companies and brands?

Note that a marketing funnel can also be expressed as a marketing funnel or channels

It is a visual representation and simulation of the steps a visitor takes from first discovering your brand to conversion

The idea of marketing funnel boils down to transforming the target customer segment into real customers who buy your products and services, and that only happens by understanding their different mindsets and knowing their needs and tastes, and then providing them with high quality products or services that meet their needs. But the most important advice is the necessity of giving each of the previous stages its time for study and analysis and not to rush

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What is funnel marketing

The marketing funnel is a new method to attract potential customers and subject them to filtering through a virtual funnel through which they pass through different stages, with the aim of sorting out real customers who are ready to buy from those who are not. The process of marketing suppression takes place through five descending stages in which customers go to test buyability, namely: brand awareness, consideration, then the conversion and loyalty stages, and finally the defense stage
As for the stages of marketing funnel are
Brand awareness stage
At this stage, the marketer uses all means that enable him to bring customers to his brand
Starting with paid and unpaid advertising campaigns such as: ads on various social media, Google ads, and email marketing campaigns
Even other marketing techniques and channels that contribute to introducing customers to your company and the products or services provided

stage of consideration or interest
This stage is called the consideration stage because it gives your customers who are initially interested in your services a special kind of consideration, unlike the first segment related to polarization and awareness raising, because the difference between them is interest.
Consideration in marketing funnel is achieved by strengthening your brand's relationship with customers, by sending deeper identifying contents to their email addresses, or offering some offers and discounts
At this stage, your customer service staff should be ready to communicate directly with customers. They may contact you to inquire about the quality and nature of products, available prices, and discounts. One of the practical ways that serves this stage is to display positive customer evaluations, as it strengthens confidence in your product and company, and encourages new customers to buy

The stage of conversions: the defining stage in the marketing funnel
At this stage of the marketing funnel, the number of people interested in your products or services will decrease compared to the previous two stages. By the stage of conversions, we mean that the visitor has just transformed from a mere interested or discoverer of what he offers to a person of personal conviction. Because he saw your services and products as a fulfillment of his need in a certain field, and here the sensitivity of this layer increases. You must deal with customers more carefully than before,

such as providing them with special offers such as discount coupons, or free products for those who bought a certain amount, to make them feel more care and attention, because they have become the main capital of your project

loyalty stage

Reaching this stage of the marketing funnel means that you have accomplished the mission, as potential customers who have tested and are satisfied with your products move on to loyal customers of your company or brand. What will invite him to deal with you again, and perhaps invite his acquaintances to acquire your services, because you have become a reliable source to him

He talks about you with conviction and knowledge, and here comes your role in return by asking about him, inspecting his conditions, and knowing his impressions of your products. Maintaining the loyalty of your customers by contacting them and getting their opinions on products, and their comments about ways to develop and raise its quality

Defense stage: the last stage of marketing funnel

The defense stage, which is the last stage of marketing repression, remains an achievement and a challenge for many entrepreneurs, and it is a stage that does not come from a vacuum, but is the product of effort and hard work, both at the level of quality provided or at the level of good communication and management to customers. Where customers who are loyal to your brand become fierce defenders of your products and services, they promote them whenever the opportunity arises

What are the types of funnel marketing

The most common type of marketing funnel is the four-step funnel
Awareness: A potential customer sees your ad or post on social media or hears about you from a friend
Interest: They think you can solve a problem and want to know more
Desire: The prospect has researched what you offer and wants to try your product or service
Action: A potential customer takes action – buys your product, orders your service or takes any other action you want them to take.
Note: The procedure can vary based on the customer and the company industry – you may want them to make a purchase, register or fill out a form
When someone does something you want them to do, this is known as diversion. Visitor switches from browsing to taking action
what you want to do
Think of the Amazon buying path, there are several steps a visitor must follow before they can purchase a product. Here's how it looks
User visits Amazon.com

View a range of products
The customer decides to add a product to the cart
The customer completes the purchase

What is the difference between a marketing funnel and a sales funnel

The comparison between the marketing funnel and the sales funnel is complex and long to explain, as they are similar in many ways, both of which deal with consumer psychology, aim to achieve profits, and involve some costs, You may be interested in reading 8 steps to plan a successful advertising campaign on social media platforms

In contrast, the marketing funnel seeks to advertise a product or service, with the aim of giving potential customers a reason to buy, while the sales funnel works to urge the same customers to buy, not just once, but as many times as possible
They are the components of a marketing funnel
Awareness stage
Attention stage
decision stage

Complemented by sales funnel components
purchase stage
retention stage
Recommendation and referral stage

What is the marketing path and its types

A marketing funnel is a visual representation of the steps a visitor takes from first discovering your brand to conversion, You may be interested in seeing a set of marketing steps necessary for entrepreneurs
What are the types of marketing paths
sales funnel
webinar funnel
Email suppression
Video Marketing Funnel
lead magnet funnel, etc

What is the importance of marketing paths
Marketing funnels provide access to your visitors' data and behavior analysis, called a marketing funnel report, that lets you see where you're losing customers and why you're missing out

How the Modern Digital Marketing Path Helps Grow Your Business

Did you know that up to 79% of marketing leads are never converted into customers? An effective marketing path will help you avoid this. Building a modern marketing funnel will allow you to understand your customers' decisions, for example, when they lose interest in your offer. A good conversion funnel will help you effectively implement your company's marketing strategy. Matching content marketing activities to the different stages of the conversion funnel and testing whether they produce results is an excellent way to better identify and respond to customer needs

Top Seven Steps to Creating a Digital Marketing Funnel

Increase brand awareness, You may be interested in viewing e-marketing campaigns

The first step is to build brand awareness and reach everyone who might be interested in your offer. At this point, improve your online visibility. Where should you start

Search Engine Optimization

Take care of creating a business card on Google Maps and add your location

Invest a small amount in advertising on social media, to create advertising campaigns

Join the groups that bring your audience together, you will expand the circle of your customers and get to know their interests

Arouse the interest of the recipients

In the second stage, customers are about to make a purchase, but first they are looking for information about the services or products offered in your industry. So you have to get them to find your website and find answers to their questions there.
Publish some articles on your page to answer all your customers' questions
Be active on social media, post regularly, focus on quality, not quantity
Keep recipients up to date It is worth informing potential customers of your plans or new products in your offer. This will generate interest in your brand and encourage your audience to visit often
Create a landing page - You can use the landing page in a paid advertising campaign, for example, Google Ads, to reach potential customers and inform them of your presence. The landing page will help you expand your customer base, for example, by collecting newsletter subscriptions

Building confidence
At this point, interested customers know that they want to buy your product or service. Before they choose your offer, they will vacillate between you and the competition. Therefore, you should inspire their confidence to convince them of your choice. How do I do it
Show good reviews
Take care of beautiful pictures and descriptions
Offer rewards for subscribing, for example
Create valuable content on your blog

detail care
In a moment, the customer will finally buy your product or decide to use the service. You can be proud of yourself - you have successfully led your customer through the shopping path! So you can't allow yourself to make mistakes right before the finish line. At the last stage, take care of the important details
Encouragement: Ask the Customer to Take Action - Encouraging a CTA (Call-To-Action) in your online store or website is the key to success
Make sure your website works flawlessly - if you don't want to eventually lose a customer in a row, your website won't be buggy. Test the entire page and make sure everything is working properly. Think about what else you can improve

Maintain customer satisfaction
This stage begins after the sale, the goal of which is to retain customers. It is

better not to waste time and plan for it from the moment the purchase is completed. Customers will get back to you if they take advantage of your offer. It can be more convenient or faster or save time or money At this point, you can
Provide shopping code
Create a newsletter and email your customers personalized content with hints or suggestions for solving their problems with your offer
Add something extra - just a small gesture that makes the customer feel special, for example, a thank you card, a small gift in the package, or a guide on how to use the product

Enhance customer loyalty
This stage includes the gradual development of the relationship with customers and the building of their loyalty. You have to apply it more and more in your brand, engage him and make sure he is satisfied with being your customer. At this point, you can
Building a community around your brand
Expand the offer, that is, think about what the customer will need and then fulfill his order immediately
Create a loyalty program - This popular activity at the bottom of the sales funnel will help you strengthen your relationship with your customer. Aftermarket treatments that allow customers to save is a proven way to keep them with you for longer

Get support
The culmination of the digital marketing funnel model is in making your customers loyal supporters (advocates and ambassadors) of your brand. The success of the final stage depends on how successful your customers are in the previous steps. For more support, you can
Urging customers to share comments
Encourage customers to create content for your brand
Provide a higher level of service to loyal customers

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the venets team, where we offer you a group of specialists in professional web design services, social media and SEO

services, and many various digital marketing services. Hurry up to contact us through our various digital platforms, or visit the venets website on the Internet

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