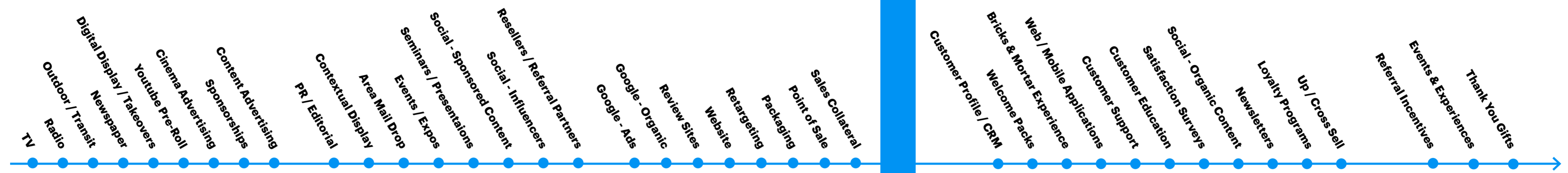


Marketing Funnel



*Channels / activities - Guide only

Fulfillment process

Use this area to detail the communication and activities that fulfil the customer experience across all phases - Detail both current and desired activity.

Awareness ————— Consideration ————— Decision ————— **CONVERSION** ————— Retention ————— Advocacy —————>

Customer experience

Use this area to detail the ideal customer experience with relation to your fulfilment process, identifying key areas of focus and improvement.

Awareness ————— Consideration ————— Decision ————— **CONVERSION** ————— Retention ————— Advocacy —————>