ULTIMATE GUIDE FOR CREATING A MARKETING FUNNEL

BUY NOW
Do you have a low sale on the site? Can't keep your customers for longer? It is best at this point to reach for the marketing funnel.

Creating a proper marketing funnel will help you to have an insight into every stage of a potential customer's interaction with your brand and later with your offer. Having each set of such an interaction planned, will allow you to better respond to the needs of your recipients, making them your loyal customers.

In this material, you will create your marketing funnel step by step. If you are looking for more information on the marketing funnel, see this article: [https://bowwe.com/en/blog/how-create-modern-marketing-funnel](https://bowwe.com/en/blog/how-create-modern-marketing-funnel). For more information about growing business visit the BOWWE Blog or write to us by e-mail to hello@bowwe.com.
There are several steps involved in creating a marketing funnel. For each of them, we have selected essential and best-working solutions. At each stage, you also have a place to add your own solutions that you believe will enhance the effectiveness of your marketing funnel.

**STEP 1**

**Creation of modern marketing funnel**

**Increase brand awareness**

- Improve SEO
- Add your location to Apple Maps and Google Maps
- Invest a small amount in advertising on social media
- Join media that bring together your audience
Creation of modern marketing funnel

**STEP 2**

Arouse the interest of recipients

- Publish a few articles on the page
- Be active on social media
- Provide current information to your audience
- Create a Landing Page

**STEP 3**

Build trust

- Show good reviews
- Add beautiful photos and descriptions
- Offer something more
- Create valuable content on your blog
## Creation of modern marketing funnel

### STEP 4

<table>
<thead>
<tr>
<th>Take care of details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use CTA buttons to convince customers to take action</td>
</tr>
<tr>
<td>Make sure your website works flawlessly</td>
</tr>
</tbody>
</table>

### STEP 5

<table>
<thead>
<tr>
<th>Maintain customer satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer a code for the next shopping</td>
</tr>
<tr>
<td>Create a newsletter</td>
</tr>
<tr>
<td>Add something extra</td>
</tr>
</tbody>
</table>
Creation of modern marketing funnel

STEP 6

Strengthen customer loyalty

☐ Build a community around your brand
☐ Expand the offer
☐ Create a loyalty program

STEP 7

Get support

☐ Drive customers to share feedback
☐ Encourage customers to create content with your brand
☐ Offer a higher level of service to loyal customers
Modern marketing funnel template

Exposure
You work to increase the existence of your brand in the minds of your recipients.

Discovery
People find your brand.

Consideration
Potential customers consider purchasing your offer.

Conversion
Recipients purchase your offer.

Customers Relationship
Developing relationships with your customers.

Retention
Your customers make a new purchase of your offer.
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hello@bowwe.com
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Grow, gain customers and true independence in the network! Create with BOWWE now!

CREATE AN ACCOUNT