



HEY!

THANK YOU FOR
DOWNLOADING OUR
OVERVIEW OF FUNNELS!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

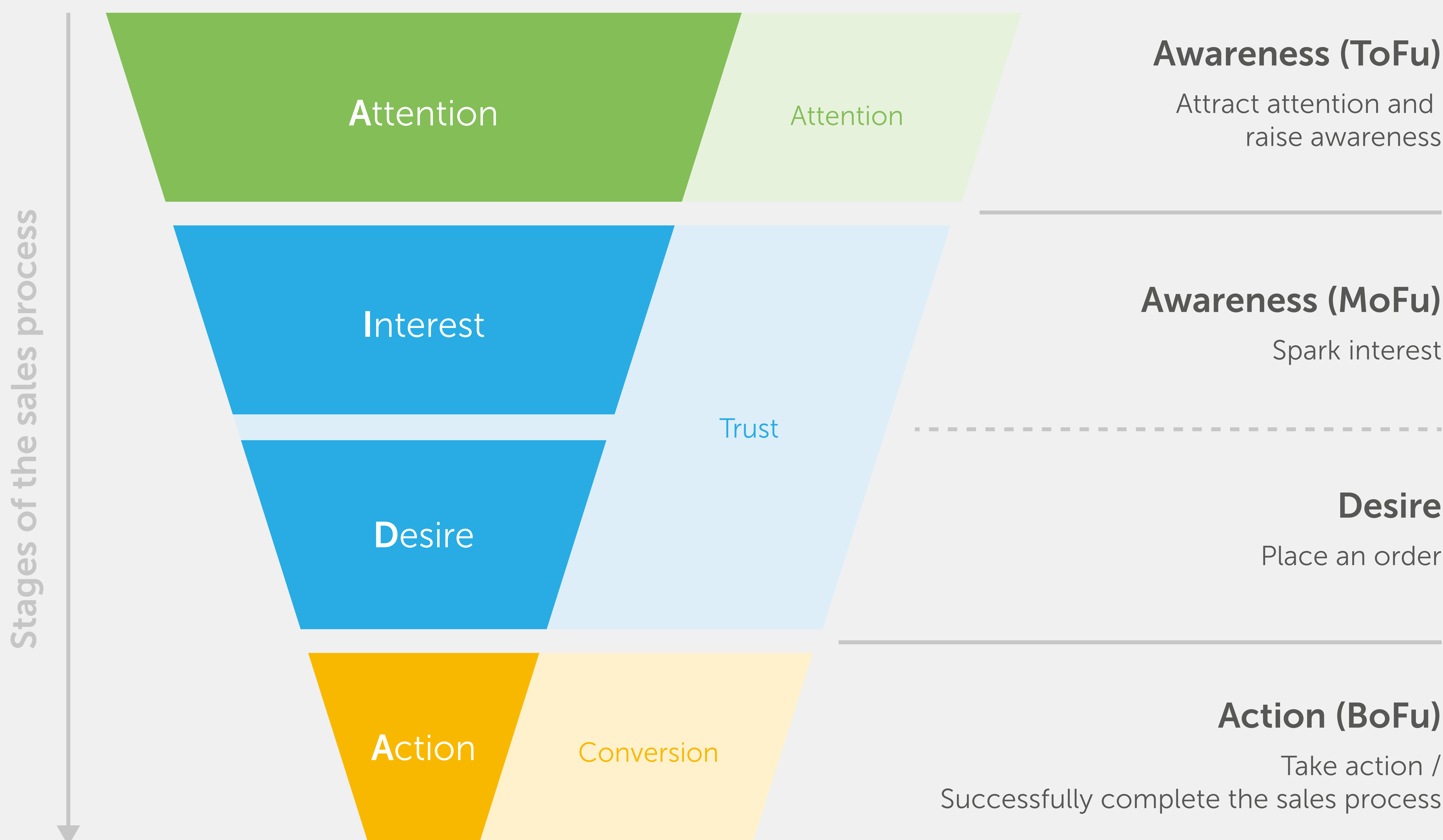
- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

Funnel & the AIDA Model

Stages of the sales process



Types of Funnels

Marketing Funnel	Conversion Funnel	Sales Funnel	Click Funnel
• Looks at the entire journey from a marketing perspective • Awareness » Interest » Purchase/Lead	• Focus on the final stage • Converting visitors into customers	• Covers the entire sales process • From the initial contact through to after the purchase	• Focus on clicks and user navigation • Guides users through pages in a targeted manner
Goal: Reach a lot of people & gradually win them over	Goal: More transactions (e.g. purchase, registration)	Goal: Attract and retain customers	Goal: Guide the user step by step to the desired action