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Marketing Funnels

Beginner's Guide

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If you've run any marketing campaigns before, you've likely come across the term marketing funnels — visual representations of the customer journey.

While marketers are becoming more and more interested in them — and for good reasons which I'll explain in more detail below — we found the informational chaos surrounding this topic discouraging, to say the least.

That's why in this article, we've decided to gather it all:

- marketing funnel definition & different funnel types
- use-cases on who it's most useful for
- tips and best practices for creating high-converting funnels

Finally, we'll provide a step-by-step guide to help you create a marketing funnel that'll work for your business.

What is a marketing funnel?

Marketing funnel is a system that helps you attract consumers, turn them into leads or prospects, and finally convert them into paying customers.

Marketing funnels are often called ["sales funnels"](#), ["lead funnels"](#), "purchase funnels", "conversion funnels", and other similar terms.

And why is it called a funnel?

Because when you think about the size of your audience at each stage, it kind of looks like one.

		5137 Clicks 9378 reach	
	● Your Facebook Ad		

	2137 Visitors	Visitors
SIGNUP PAGE Your online business www.chocolatemonster.gr8.com		

INLINE FORM 534 Contacts · 25% Signup rate · **EXIT POPUP FORM** 534 Contacts · 25% Signup rate — 1068 Contacs · 50% Signup rate · Contacts

LEAD MAGNET Your Lead Magnet — 1032 Downloads · Downloads

AUTORESPONDERS Thank you for signing up! Send day: 0 · 3609 Sent · 10% (360) Open rate — 534 Email clicks · Clicks

Your results: 2137 Visitors · 50% Success ratio — List growth **+1068** 👤

Let's imagine you're selling a copywriting course, online:

1. At first, your audience is big. Using Facebook ads and other promotional tactics, you're trying to reach as many potential students as possible. This is the top of your funnel, which is its widest part.

2. You've managed to show your ads to a lot of people, but only some of them decided to click through the ad and visit your landing page. The size of your audience has shrunk, just like the funnel itself would do.

3. On your landing page, you've given away a free resource, e.g., an ebook on 10 copywriting tactics for social media specialists. Some of your website visitors got interested and decided to download the ebook and provide you with their email address. Again, some of the people dropped off and your funnel became a bit thinner at this stage.

4. Next, you've sent a series of emails to everyone who downloaded your ebook. The last email invited them to join the paid version of your course.

5. Some of your recipients dropped out and some ended up signing up for the course. And that usually marks the end of the funnel.

What about other scenarios where the conversion doesn't happen online or requires contact with a sales agent? These are also referred to as funnels.

Whether you're buying a coffee from a large coffee chain or buying a house from a real estate agent — the way these businesses sell is also through marketing funnels.

Types of funnels

While marketing funnels is the broader term that covers various use-cases, there are several types of funnels you're like to come across:

- Lead magnet funnels
- List building funnels
- Webinar funnels
- Social media marketing funnels
- Video sales funnels
- Email funnels

As you can see, other than the marketing channel your funnel's based on, your funnels can also have different goals, e.g.:

- selling a product or service
- building a list of contacts
- promoting an event

Naturally, you might just as well use funnels to collect survey answers or have people sign up for a live demo of your platform.
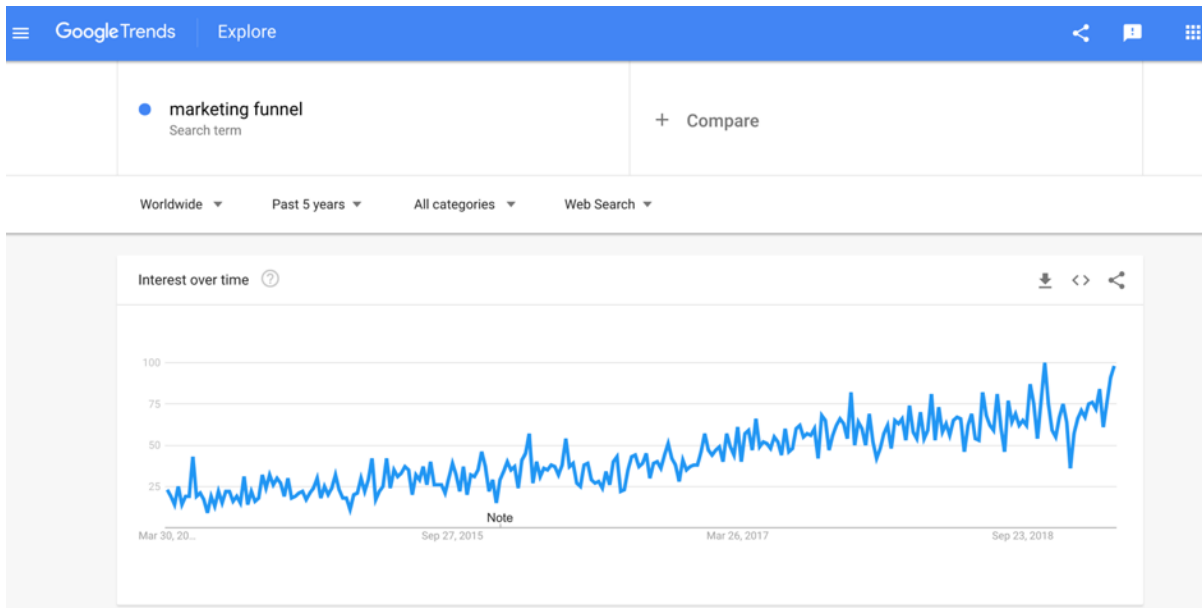
The benefits of marketing funnels

As you can see from the following Google Trends report, the interest in marketing funnels has been steadily growing over the last five years.

And we can see where that's coming from.

While nearly all advertising campaigns are aimed at generating sales — in one way or another — not all of them are designed to do so directly.

Using a funnel and the AIDA model helps marketers visualize the stages and tasks advertising campaigns should fulfill first before the consumer makes a decision to buy a given product or service. If you're not convinced, take this sales funnel template as an example.

In other words, marketing and sales funnels will help you keep your campaigns organized and drive your target audience strategically towards action.

Funnel software tools, like GetResponse Conversion Funnel, also help you choose the best steps to include in your funnel. Pre-designed templates and funnel scenarios successfully remove the guesswork.

For each stage of this so-called customer journey, marketers can choose different tools and marketing tactics to help their consumers advance down the funnel and towards the buying decision.

This visual presents some of the most popular tactics used for each stage in the marketing funnel:

THE AIDA MODEL

How do we make the consumers aware of our products or services?

PR, social media ads, paid ads

ATTENTION

How do we make them consider our offer as a potential answer to their needs?

Whitepapers, ebooks, webinars, podcasts, email marketing

INTEREST

How do we make our offer more desirable than our competitors?

Email marketing, marketing automation, ebooks, whitepapers, review sites

DESIRE

How do we convince them that this is the right moment to buy?

Email marketing, marketing automation, case studies, testimonials

ACTION

GetResponse

At the same time, for each of the stages, marketers will be using different metrics and KPIs to report on their campaign progress.

To give you a better overview, here are a few examples of metrics you'd likely report on across the three key areas of your funnel — Top of the funnel (TOFU), Middle of the funnel (MOFU), Bottom of the funnel (BOFU).

THE MARKETING FUNNEL
POPULAR METRICS

TOP OF THE FUNNEL (TOFU):

AWARENESS

FREQUENTLY USED METRICS:
- Views
- Sessions
- Impressions
- Users
- Ad click-through rates

MIDDLE OF THE FUNNEL (MOFU):

CONSIDERATION

FREQUENTLY USED METRICS:
- Email subscription rates
- Email click-through rates
- Ebook downloads
- Webinar registrations
- Video play time
- Avg. time on page
- Avg. scroll rate

BOTTOM OF THE FUNNEL (BOFU):

ACTION

FREQUENTLY USED METRICS:
- Case study downloads
- Brochure downloads
- Demo requests
- Free trial signups
- Demo conversion rates
- Transactions

GetResponse

OK, all this explains why using marketing funnels is beneficial for your business, but it doesn't answer why their popularity has increased in the last five years. After all, AIDA and funnel models have been used by advertisers for over 100 years.

The key reason for this is technology.

In the past, you had to develop all the elements of your marketing funnel separately, and then connect them together.

To make myself clearer, this is what you'd normally had to do, individually:

- run social media ads,

- create landing pages,

- set up autoresponder email sequences,

- set up exit intent forms,

- come up with upsell or cart abandonment offers,

- and so on.

Nowadays, you can connect each of these elements via API or ready-made integrations and plugins.

Or better yet, you can use GetResponse Conversion Funnel, which offers all of the said elements inside one single platform.

What are the benefits of this approach?

1. You don't have to spend time integrating all the different tools to create your own marketing funnel — it's done for you, automatically.

2. Plus, you don't need to pay for separate tools like the landing page builder, email marketing, email autoresponder, social media ads creator, webinar platform, and so on — it's all built into your GetResponse account.

3. Last but not least, thanks to built-in payment processing and tracking functionalities you can both sell and measure your sales results right from one dashboard.

What types of businesses can benefit the most?

All types of businesses obviously! Marketing funnels help you turn prospects into customers, and that's what every business is about, right? Now take a look at a few examples of businesses that could benefit from using marketing funnels and how they'd do it.

MARKETING FUNNELS BEGINNER'S GUIDE

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1. Local business

Let's say you're managing a local business that offers a wedding planning service:

1. At the top of your marketing funnel, you'd likely want to focus on generating traffic to a specific landing page, for example through Facebook ads.

2. There you'll want to turn these visitors into leads by, let's say, offering them a chance to sign up for your wedding prep tips newsletter.

3. Once they sign up, they immediately enter an email sequence that consists of several messages with tips for a stress-free wedding. That's your middle of the funnel.

4. After reading your tips, your subscribers might realize that organizing a spectacular wedding takes a significant amount of time and effort (and stress!), and they might not want to do all that on their own.

5. That's why sometime in the sequence (when you know they're approaching the bottom of the funnel) you can present your upsell offer — your services that'll make your customers feel like a guest at their own wedding.

6. Whoever is interested can either reach out to you directly or buy one of your wedding planning packages right off the site.

And there you have it.

Want to use this funnel idea?
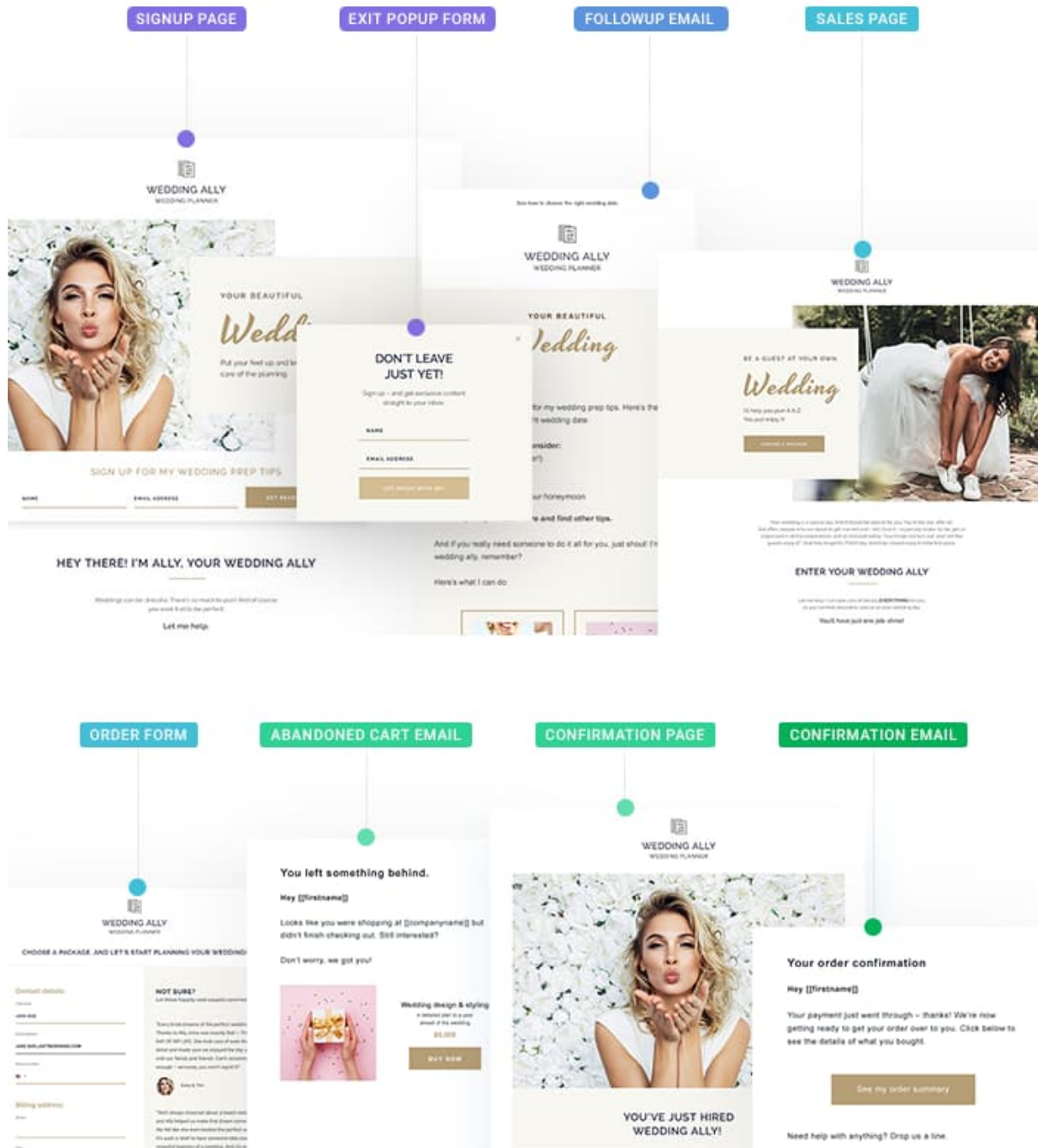
2. Coaching business

Running a coaching business?

As an expert in the field, you'd like to sell an online course or a membership program to new audiences.

1. To do that, at the top of your funnel you can set up a landing page with a lead magnet, for example, an ebook on how to land your first customer.

   To drive traffic, you'd set up a social media ad campaign to reach an audience that looks similar to your existing clients.

2. After a user fills out the form, they receive an ebook along with a series of autoresponder emails with additional tips on how they can win more customers and improve their business.

3. After several emails, it's time to present your upsell offer, the membership program, or a paid course.

   That's when you drive traffic from your emails to your sales page.

4. To increase your conversion rate, you'd typically include an exit intent form and also track which users filled out the form and completed the order.

5. Then, you could retarget those who haven't committed — maybe they abandoned the page or haven't clicked through to the sales page.

And that's it.

Of course, you could expand this process, and, for example, A/B test your landing pages to optimize them for conversion.

3. Ecommerce business

Let's say you have a store that sells sweets, chocolates, and candy.

How can you drive more sales using funnels?

Here's one way to do it.

1. You set up a funnel that starts with a landing page and a lead magnet.

   The lead magnet? A cookbook or a collection of recipes for healthy snacks.

2. After driving traffic to the page from social media ads and emails, you can nurture those who filled out the form.

3. Just set up an autoresponder sequence with a series of cooking tips and recipes.

4. After several such emails, you're ready to present your actual products.

5. Drive your email subscribers to the sales page where they'll happily convert into paying customers.

6. And for those who haven't converted right away, give it another go, send them another offer several days later, and amplify your campaign reach with social media ads.
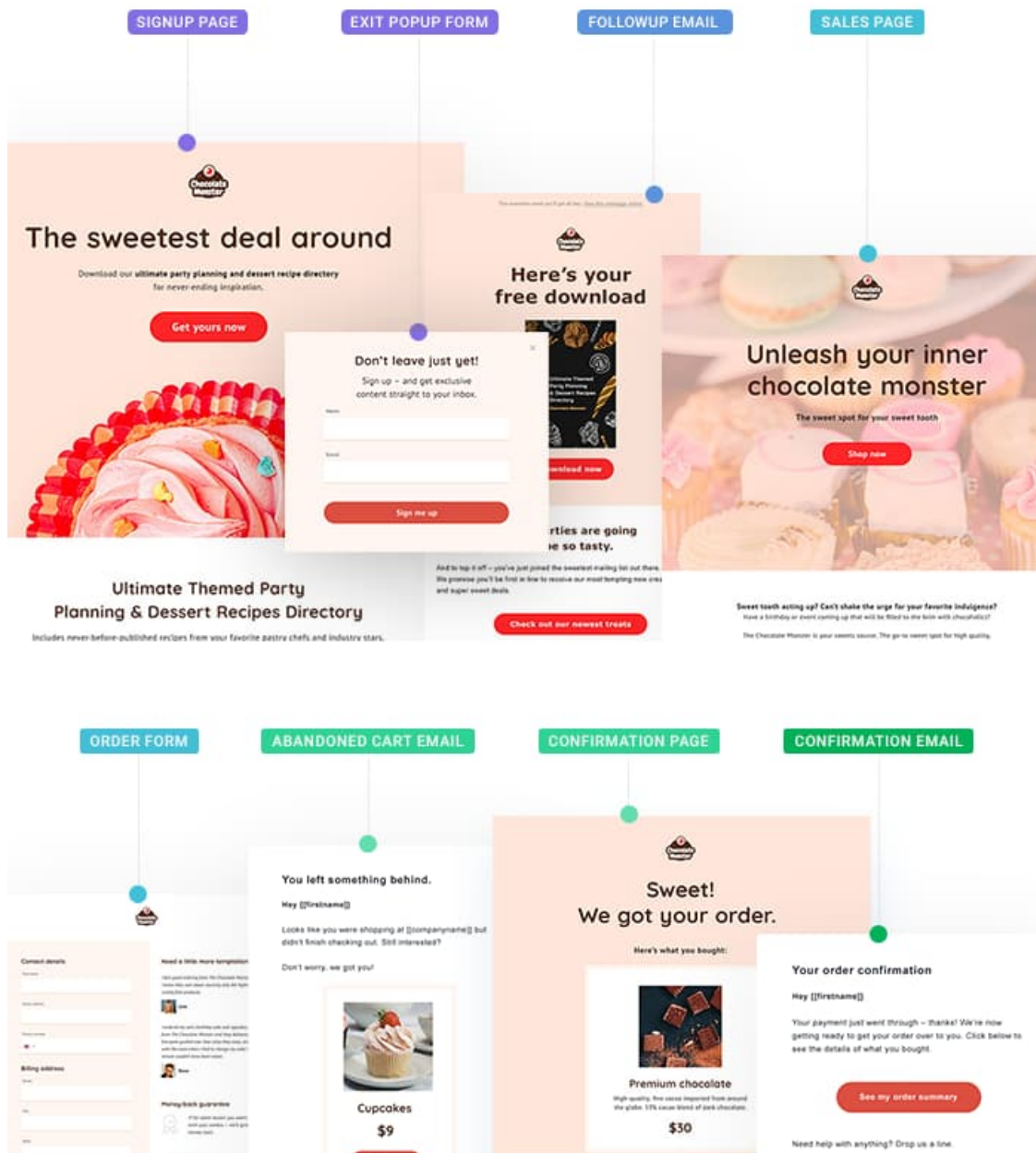
Marketing funnel strategies

I'm sure you already know this:

Not one single email could possibly answer all your subscribers' needs.

Which takes us to one of the key advantages of the funnel marketing approach:

Funnels 'force' you to remember about the customer journey, the different lifecycle stages, and the changing needs of your subscribers.

That's what makes this framework useful — and effective, too.

To help you guide your subscribers through your funnel, we've developed this email marketing funnel infographic.

Below, I've summarized its main points,

It'll be useful when you'll start developing or optimizing your existing marketing funnels.

Awareness

Your audience isn't yet aware of your brand and the products and services you offer. You need to change that, as effectively as possible.

To do that, focus on lead generation.

- Build a landing page, create a lead magnet, and drive traffic to your page.

- There are many ways you can drive traffic, effectively.

- Use Facebook ads, Google search ads, display ads, add banners to your pages, send an email to your existing email list, sponsor a podcast or partner up with another business.

- Make sure you're not just attracting any audience — this has to be a target email list consisting of people who you potentially convert at a later stage.

- Remember to pick the right lead magnet for your audience. Not everyone will be interested in an ebook or a checklist.

- And don't forget about retargeting those who've engaged with your ads. This will help you get a bigger bang for your buck.

The Difference Between B2B and B2C Marketing Funnels

The business-to-business (B2B) and business-to-consumer (B2C) marketing strategies aim to appeal to two different target markets. Despite the differences between B2B and B2C marketing, both have similar aims.

Both require skill because their approaches and ways of thinking might be distinct or even the same in some circumstances. Businesses that prioritize serving other firms over themselves are referred to as B2B. B2C refers to companies concentrating on the wants and needs of their clients, who are frequently individuals. In other words, they market to everyone except for experts. So, let's take a look at their differences:

Parameters	B2B	B2C
Purchased	On behalf of company	On behalf of self, friends, family
Top of the funnel	Narrow	Wide
Target	Accurate	Broad based
Rate of conversion	Usually high	Usually low
Sales cycle	Lenghty	Short
Focused on	Achieving the goals or solving company's problem	Fullfilling personal needs

Key Metrics And Analytics In Marketing Funnels

Key metrics and analytics in marketing funnels are essential for tracking your marketing efforts' performance, identifying improvement areas, and optimizing your conversion rates. Here are

some of the key metrics and analytics you should consider at each stage of the marketing funnel:

1. Awareness Stage:

- Traffic Volume: Measure the total number of visitors to your website or landing pages. This can include organic search traffic, paid traffic, social media referrals, and more.

- Pageviews: Track the number of pages viewed by visitors, as this can indicate the level of engagement with your content.

- Click-Through Rate (CTR): CTR measures the percentage of people who clicked on your ad or content compared to the number of people who saw it.

- Bounce Rate: Bounce rate indicates the percentage of visitors who leave your website after viewing only one page. A high bounce rate may indicate a lack of engagement.

2. Interest Stage:

- Engagement Metrics: Analyze metrics such as time on page, scroll depth, and the number of interactions (likes, shares, comments) on content. These metrics help gauge the level of interest and engagement with your content.

- Lead Generation Rate: Measure the number of leads (e.g., email sign-ups) generated in relation to the total number of visitors. This indicates the effectiveness of your lead generation efforts.

- Content Consumption: Track which content pieces or resources are being consumed the most, helping you understand what interests your audience.

3. Consideration Stage:

- Conversion Rate: Calculate the percentage of leads who take a desired action (e.g., downloading an eBook, signing up for a demo) compared to the total number of leads. This is a critical metric for assessing the effectiveness of your lead nurturing efforts.

- Click-Through Rate (CTR): Continue to monitor CTR, especially for email marketing campaigns, to gauge how well your messaging resonates with your leads.

- Email Engagement: Analyze email open rates, click-through rates, and unsubscribe rates to assess the performance of your email marketing campaigns.

4. Conversion Stage:

- Conversion Rate: This metric remains crucial at the conversion stage, measuring the percentage of visitors who complete a desired action (e.g., making a purchase, requesting a quote).

- Average Order Value (AOV): Calculate the average amount spent by customers in a single transaction. Increasing AOV can boost revenue.

- Shopping Cart Abandonment Rate: Measure the percentage of users who add items to their cart but do not complete the purchase. Reducing cart abandonment is essential for improving conversion rates.

- Sales Funnel Drop-Offs: Analyze where in the sales funnel visitors drop off or abandon their purchase. This helps identify points of friction in the conversion process.

5. Retention and Advocacy Stage:

- Customer Retention Rate: Measure the percentage of customers who continue to engage with your brand over time. High retention rates are essential for long-term business success.

- Net Promoter Score (NPS): Assess customer loyalty and satisfaction by measuring NPS, which indicates how likely customers are to recommend your brand to others.

- Customer Lifetime Value (CLV): Calculate the total value a customer brings to your business over their entire relationship with you. Increasing CLV is often more cost-effective than acquiring new customers.

Overall Funnel Performance:

- Conversion Funnel Visualization: Use tools to visualize the entire marketing funnel, allowing you to see drop-off points and bottlenecks clearly.

- Attribution Models: Analyze attribution models to understand which marketing channels and touchpoints contribute most to conversions. This helps with budget allocation and strategy adjustments.

Remember that the specific metrics you focus on may vary depending on your business goals, industry, and marketing channels. Regularly monitoring and analyzing these metrics will enable

you to make data-driven decisions, optimize your marketing funnel, and ultimately improve your overall marketing performance.

How to Create a Digital Marketing Funnel?

Creating a digital marketing funnel involves strategically planning and implementing a series of marketing tactics to guide potential customers from the initial awareness stage to the final conversion. Here's a step-by-step guide to creating a digital marketing funnel:

1. Define Your Target Audience:

Clearly identify your ideal customer personas. Understand their demographics, interests, pain points, and behaviors. This information will guide your content and targeting strategies.

2. Determine Your Funnel Stages:

Typically, digital marketing funnels consist of stages like Awareness, Interest, Consideration, Conversion, and Retention/Advocacy. Define the specific stages that make sense for your business and product/service.

3. Create Awareness:

- Attract potential customers' attention through various digital channels such as social media, search engines, content marketing, email marketing, and advertising.
- Develop informative and engaging content like blog posts, videos, infographics, and social media posts that address your audience's pain points or interests.

4. Drive Interest:

- Provide valuable content that educates and nurtures your audience's interest. This could include ebooks, webinars, case studies, and newsletters.
- Encourage visitors to subscribe to your email list or follow your social media profiles to stay engaged.

5. Foster Consideration:

- Continue providing helpful content that showcases your product or service's benefits and features.
- Use retargeting ads to keep your brand in front of potential customers who have shown interest but haven't converted yet.

6. Encourage Conversion:

- Create clear and compelling calls to action (CTAs) that lead visitors to take the desired action, such as making a purchase, requesting a demo, or signing up for a free trial.

- Optimize landing pages and forms to reduce friction and make the conversion process as easy as possible.

7. Post-Conversion Engagement:

- After conversion, maintain communication through email marketing, social media, and personalized recommendations to keep customers engaged and informed.

- Encourage reviews, referrals, and repeat purchases to increase customer lifetime value.

8. Analyze and Optimize:

- Continuously monitor and analyze key metrics at each stage of the funnel, such as traffic, conversion rates, email open rates, and revenue generated.

- Use analytics tools to identify bottlenecks, areas for improvement, and successful strategies.

- A/B test different elements of your funnel, including headlines, CTAs, and content, to optimize for better results.

9. Automate and Scale:

- Implement marketing automation tools to streamline the nurturing process and send personalized content and offers based on user behavior.

- As you refine your funnel, consider expanding your reach through additional marketing channels and tactics to scale your efforts.

10. Provide Exceptional Customer Service:

Excellent customer service and support can lead to customer retention and advocacy. Ensure that customers have a positive experience with your brand.

Marketing Funnels vs. Sales Funnels — Are They the Same?

Although both terms are used interchangeably, a marketing funnel is different from a sales funnel:

■ The marketing funnel primarily emphasizes the broader stages that prospects go through, from initial awareness to becoming qualified leads. It encompasses all the marketing activities that attract and engage potential customers. It focuses on building and maintaining relationships with potential customers by providing valuable information and content.

■ The sales funnel, although part of the marketing funnel, is narrower and concentrates on the stages of the marketing that occur after a lead is generated and qualified. It's primarily concerned with the actual sales process and converting qualified leads into customers.

Here's a [basic sales funnel](#):

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Marketing Funnel Examples

An example of a marketing funnel could be someone who travels the buying journey via:

- Blog Post > Email List > Conversion

- Podcast Ad > Blog Post > Conversion

- Facebook Ad > Landing Page > Conversion

- Influencer Social Post > Landing Page > Conversion

Basically, if people are purchasing your product or service online, you have a marketing funnel whether you know it or not.

Here's an important thing to keep in mind: Although your marketing model may seem clear and simple on paper, it's not always that linear in real life. There are often regressions and jumps as people actually go through your marketing funnel.

For example, in the example below, even though both Customer A and Customer B came in through content marketing, they each had a very different customer journey and experienced the funnel differently:

Customer A reads a blog post does not sign up for email → Customer A sees a retargeting ad a week later → Customer A goes back to the blog → Customer A signs up for the email list → Customer A converts

Customer B reads a blog post signs up for email → Customer B completes the nurture sequence no conversion → Customer B reads another blog post from organic search → Customer B converts

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MARKETING FUNNELS BEGINNER'S GUIDE

STAGES OF
MARKETING FUNNEL

- ↗ SEO
- ↗ E-Books
- ↗ Online Ads
- ↗ Videos
- ↗ Direct E-mail

TOFU #1

AWARENESS

MOFU #2

INTEREST

- ↗ Case Studies
- ↗ Whitepapers
- ↗ Videos
- ↗ Drip Campaign E-mails
- ↗ Social Media
- ↗ Newsletters
- ↗ Webinars

EVALUATION

BOFU #3

COMMITMENT

- ↗ Trials
- ↗ Demonstrations

SALE

Digital Latheef

TOFU
WWW.SINGLEGRAIN.COM

Problem Recognition & Information Search Stage

Where will they find me?

ADS

CONTENT MARKETING

How can I engage them there?

GOOGLE ADS   **FB ADS**

GUEST POSTS ON INDUSTRY BLOGS

What will they engage with?

AD TO A LANDING PAGE WITH A OPT-IN TO DEMO PRODUCT

AD INVITATION TO A SPECIFIC WEBINAR

AN EDUCATIONAL ARTICLE WITH THE WEBSITE LINK IN THE BIO

What does the conversion look like?

FOLLOWING THE AD TO THE DEMO LANDING PAGE

FOLLOWING THE AD TO THE WEBINAR LANDING PAGE

READING THE BLOG POST

FOLLOWING LINKS BACK TO THE SITE

Which Content Type Goes Where?

Now for the burning question that every marketer wants answered: What kind of content belongs at which stage?

Here's the expanded four-stage content marketing funnel with different examples of content that is ideal for each of the four stages:

- Attract
  - Ads
  - Landing Pages
  - Videos

- - Infographics
  - Checklists
- Engage
  - Blog Posts (How Tos or Guides)
  - Social Media
  - White Papers/E-books
  - Case Studies
  - Webinars
  - Ratings & Reviews
  - E-mails
- Delight
  - Surveys
  - Special Offers
  - Contests & Giveaways
  - E-mails
  - Social Media

Content for Attracting Leads

1) Ads

Running ads is one of the most efficient ways of quickly increasing your site's traffic.

Generally speaking, you'll focus on one of two types of ads:

- Search ads (like those on Google/Bing, including Google Display Network)
- Social ads (for platforms like Facebook, Instagram, etc.)

Both are a great way of getting your brand in front of your audience. According to Google, for every $1 spent on Google Ads, businesses earn an average revenue of $2, and research shows that overall social ad spend is increasing. You'll just need to spend a little time upfront figuring out who your audience is and which approach is best suited for them.

However, there's one thing I want you to take note of: the idea of push vs. pull headlines. Pull headlines pull the user in by showing them that you have exactly what they need. They're perfect for search ads like this:

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•••

Frustrated with low conversion rates? Are you afraid you're leaving money on the table? Download our Conversion Best Practices Toolkit and find out how you can increase conversions by 500% and more! From copywriting for conversions to UX design and landing page optimization, this guide tells you everything you need to know to improve your online ROI.
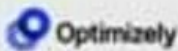
Optimizely

Multiply your
conversion rates X5

GET TOOLKIT

Conversion best practices toolkit

OPTIMIZELY.COM

Optimizely: Conversion Best Practices Toolkit

LEARN MORE

2) Landing Pages

If you're running paid ads, then landing pages are where you're going to send most of the traffic.

However, there are a few rules I've learned over my years of writing landing page copy that can help massively increase conversions — lessons that many brands don't adhere to.

The most important lesson is: keep your messaging focused.

Find one thing you want to communicate, and build your page around that message. This image is the landing page from the Canary website that does this well:
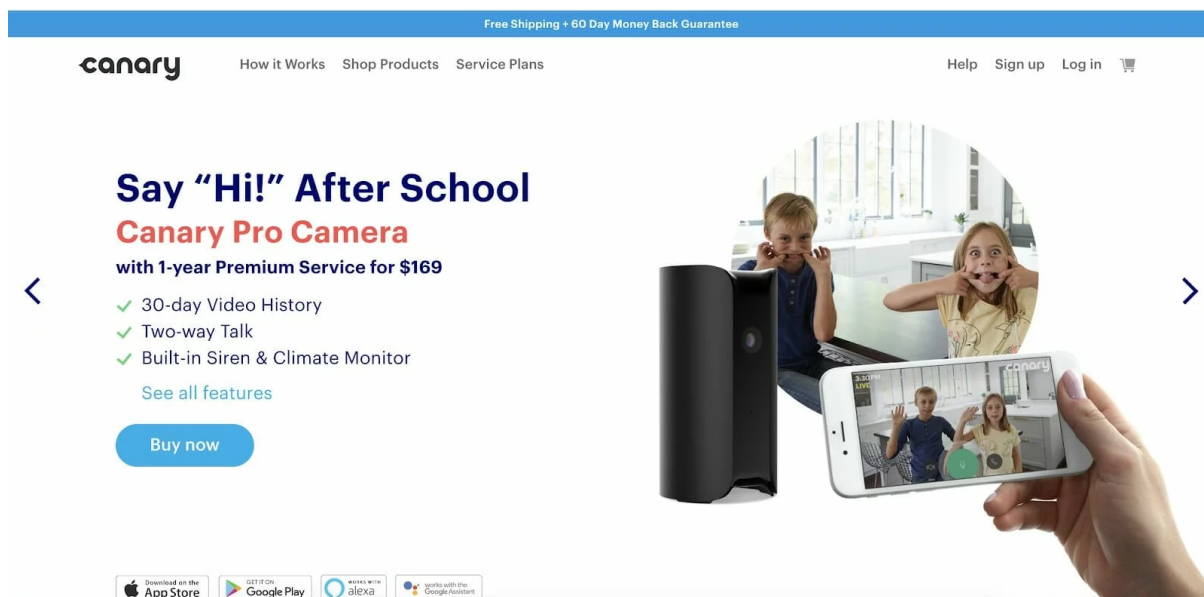
- Free shipping

- 60-day money-back guarantee

- 1-year premium service for $169

These discounts will quickly grab the attention of the average browser because, well, who doesn't love a discount?

These kind of offers are great to turn a lead sitting on the fence into a paying customer and will go a long way in filling the top of their funnel. And if the prospect scrolls down a little further, there is an excellent example of trust-building mixed with a financial saving element:

canary   How it Works   Shop Products   Service Plans   Help   Sign up   Log in   🛒

Security that pays for itself.

Since 2015, Canary users have saved more than an estimated $5M on insurance premiums just by owning a Canary device. Choose your insurance provider below to start saving with Canary today.

State Farm®   **Allstate.** You're in good hands.

3) Video

For completely unqualified prospects who know absolutely nothing about your brand or product, videos are a great way of communicating a lot of information in a short period of time.

Unqualified leads either don't know who you are or have never seen any of your products, so you need to catch their attention with more riveting, "intro"-types of content.

Video often produces higher search engine optimization and stronger engagement:

- 84% of consumers were convinced to buy a product because of a product video.

- Video will account for 82% of all Internet traffic by 2022.

- Including a video on your landing page can increase conversions by more than 80%.

- Video is also mobile-friendly, which means it puts you in front of the 5.1 billion unique mobile users across the globe.

Here's where Canary gets really smart. They know the reach that mobile offers and they also know how beneficial it is to have some form of mobile app for their service. If only there was a way to leverage the mobile usage of their service to attract new potential users... 😉

Canary takes advantage of some of the interesting videos from their users to populate their YouTube channel and their Instagram. These short videos are often shared with the hashtag #CaughtbyCanary.

4) Infographics

A good infographic is one of the easiest ways to capture attention, generate backlinks and grab yourself some easy social shares.

People love stats that are relevant to their industry or interests and when used well, they can have profound effects on your marketing:

- 65% of B2B marketers use infographics for their content marketing

People process images 60,000X faster than text and retain the data for 3 days if coupled with a relevant image
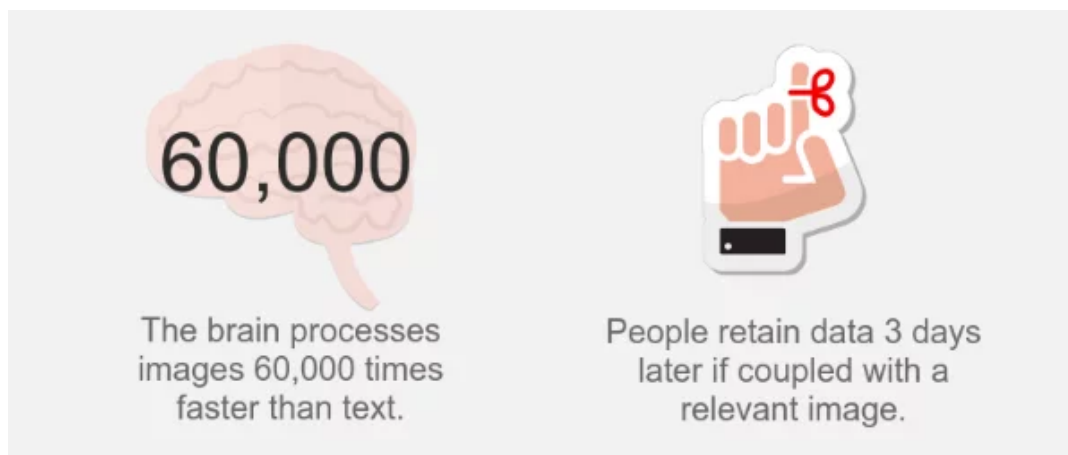
5) Checklists

- Customers at the top of the funnel have a problem they're looking to solve. In other words, these folk aren't looking for "Adidas Predator 18 Soccer Cleats". They're searching for things like "how to improve my free kicks", "how to increase acceleration on the soccer pitch" or some other specific problem-related search.

- To grab these users' attention, you've got to take your eyes off the sale and try to help them solve their issue, or their pain point. And a handy little checklist will give your potential customers a step-by-step process to do this. If you manage to help them, then they're more likely to remember your brand and come back to you when it's time to buy.

In Which Stage of the Buyer's Journey Is Each Content Type Most Effective* When Used for Demand Generation Purposes?

	Early Stage (Awareness/Interest)	Middle Stage (Consideration/Intent)	Late Stage (Evaluation/Purchase)
Blog posts/articles	73%	21%	6%
Case studies	18%	42%	40%
Ebooks	56%	39%	6%
In-person events	35%	33%	32%
Interactive content	46%	46%	8%
Podcasts	57%	35%	7%
Videos	54%	40%	6%
Webinars	36%	47%	17%
White papers	34%	53%	14%
Other types of content	36%	37%	27%

How to Set Up Conversion Funnels in Google Analytics

1. What is a goal in Google Analytics?

An important principle in marketing activities: No marketing activities and analyses without a concrete goal.

The target action in Google Analytics is a central functionality that helps you to check your goals of your marketing projects and to fine-tune them if necessary. They are therefore the prerequisite for the success control of your goals.

Possible goals can be:

- Increase the reach of your website

- Increase in the number of website contacts

- Increase the number of newly registered users in your web or mobile app

- Increase the number of subscribers to a newsletter

A goal tracks how often users perform certain completed actions from your website or Web App. The completed action is often called Conversion. The conversion term described Ryte very well in their Wiki article.

In Google Analytics there are different types of goals:

Goal type Destination

The user calls up a specific target (usually a page). This is the easiest target to track.

Caution: The Conversion Tunnel can only be mapped with the Destination goal type.

Example: The user is redirected to the "thank you.html" page after he has registered for the newsletter. If the user reaches this page, the conversion is complete.

Goal type Duration

The user has reached a certain duration at his session, which was reached as a limit value. This type is one of the so-called soft conversions. The value alone does not say much. This value

becomes interesting if you work with different segments and compare for example different user groups and their behaviour.

Example: The user stays on the website or app for at least 2 minutes.

Goal type Pages/Screens per session

A user looks at a certain number of pages. This type also belongs to the so-called soft conversions. These target projects also serve to identify user segments in order to find out how many page views are highly likely to lead to the target or a conversion.

Example: The user is looking at at least 5 pages of our blog.

Goal type Event

The user has triggered a certain event by his action.

Example: The user has started playing a video.

Smart Goals

Investigate smart goals, thanks to machine learning, where the conversion probability is highest. All sessions will be evaluated and the most promising ones will be used for the Smart Goals. Factors to be considered are: session duration, pages per session, location, device and browser.

In order for the smart goal to be used, the following conditions must be met:

- Google Analytics and Google Ads account is linked

- The ads in the linked Google Ads accounts have generated enough traffic and this has resulted in at least 500 analytics sessions in the past 30 days. If the number drops below 250 for that period, smart targets will be disabled until the 500 target is reached again.

- A maximum of ten million sessions may be broadcast in a 30-day period.

- The Google Products and Services option must be enabled under "Data Sharing Settings" in your Analytics account.

Example: The website or app operator has no conversions and uses smart goals to identify the best sessions as conversions.

2. What is a conversion tunnel?

A conversion funnel describes and visualizes the stations or phases that a user goes through until conversion. The Conversion Funnel is an important element in the analysis and optimisation of website or web and mobile app processes.

Example Scenario "Starting Free Trial"

At adhook we have designed different Conversion Funnels. As Micro-Conversion we have defined the registration into the test phase. Thereby a user goes through the following phases:

👉 Visit the landing page 👉 Button "Start Free Trial" 👉 Send registration

1. Visit the Landing Page

The user lands on the website. The user may have reached the website directly, through SEA or SoMe campaigns, the search or other channels. We track the entry on every page here.

2. Start Free Trail

Click on the button "Start Free Trial" to go to the registration page for the free test phase
The user switches to the page for the Registration for the free trial.

In Google Analytics, the mapping of these phases or this conversion funnel looks as follows.

This Goal was completed in 1 session | 1.25% funnel conversion rate

	Besuch Landing Page 77	
77 ▶		▶ 67

(entrance)	30
/de-ch/	26
/de-ch/ads-tool-fuer-kmu.html	7
/de-ch/blog/digital advertising/conversion-tracking-mit-dem-goo...	6
/de-ch/start.html	3

(exit)	21
/de-ch/	19
/de-ch/ads-tool-fuer-kmu.html	5
/vpv-start	5
/login.html	4

10 (12.99%)
proceeded to Besuch Signup Page

	Besuch Signup Page 13	
3 ▶		▶ 12

| /de-ch/start.html | 2 |
| (entrance) | 1 |

/de-ch/start.html	5
/de-ch/	3
/de-ch/ads-tool-fuer-kmu.html	2
/de-ch/index.html	1
/de-ch/service.html	1

1 (7.69%)
proceeded to Konto erstellen

	Konto erstellen 1	
0 ▶		1.25% funnel conversion rate

We have illustrated different conversion tunnels. The example above is a micro-conversion, which consists of only three steps. We have, for example, created another target project, which goes from visiting the landing page to depositing the means of payment. The mapping of the conversion-funnel brings us the following advantages:

- Measurability of marketing activities: We can examine the effect of marketing activities on different channels and determine which channels and activities have a particularly good impact on the defined target actions.

- Identification of potential for improvement in the onboarding process: We can analyze the optimization potential in our onboarding process and directly check the effects of appropriate adjustments.

- Transparency and verification of objectives: We always have the figures from the Conversion Tunnel at our fingertips, so it is always transparent for us to see where the potential bottleneck lies in the sales process and how we stand in relation to our set goals.

3. What do I have to pay attention to with the Conversion Funnel?

At the beginning we had shown the "complete" funnel of a conversion. The conversion funnel comprises almost 20 steps and has covered the entire acquisition and onboarding process. Especially when you start, it takes quite some time for individual users to go through this complete macro conversion tunnel. Therefore, it is recommended to display so-called
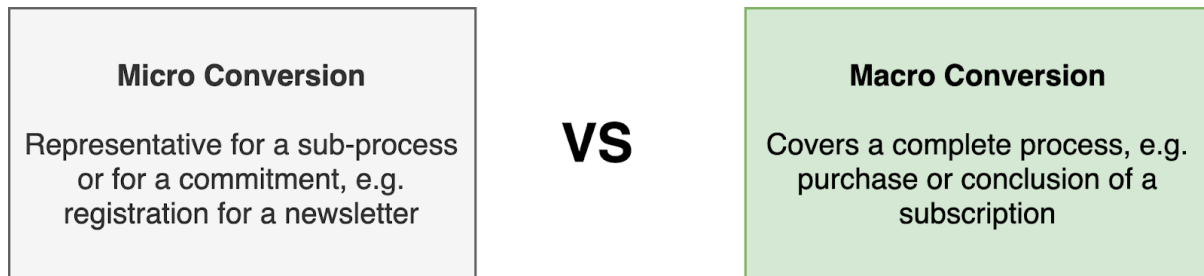
conversion tunnels of micro-conversions in addition to an extensive macro-conversion tunnel and thus to distinguish between the two types of conversion.

What is the difference between macro and micro conversion?

Micro-conversions refer to user steps or smaller commitments within a sub-process on a website or web/mobile app. Macro conversions refer to complete processes, such as a subscription or purchase. The following picture shows the difference:

Micro Conversion Representative for a sub-process or for a commitment, e.g. registration for a newsletter	**VS**	**Macro Conversion** Covers a complete process, e.g. purchase or conclusion of a subscription

Possible example of micro-conversions:

- Editorial contributions: Page Views, Scroll behavior, Bounce rate
- Lead-Generation: Subscription to newsletter, mailing lists
- Downloads: Downloads of PDF files and/or whitepapers
- Apps: Registrations

Thanks to the definition of target actions for micro-conversions, the sub-steps in the sales process can be analyzed very specifically and thus improved continuously in an autonomous manner.

4.How do I set up a goal and conversion funnel in Google Analytics?

So now we are ready to depict the first target and thus the first conversion funnel in Google Analytics.

As an example for the representation of the target project or the conversion funnel we take the presented example of the micro-conversion "Increase registration test phase" in adhook.

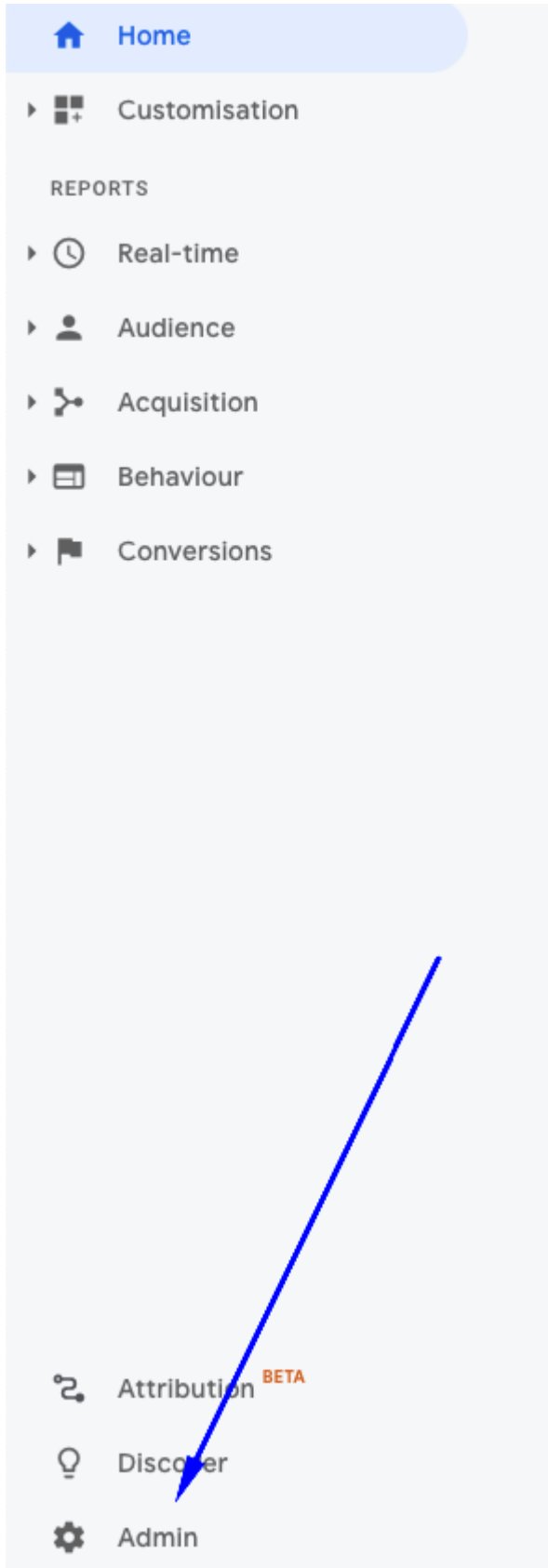First we define a target action in Google Analytics "Increase registrations".

1. We open the Google Analytics account and switch to the management of the selected account

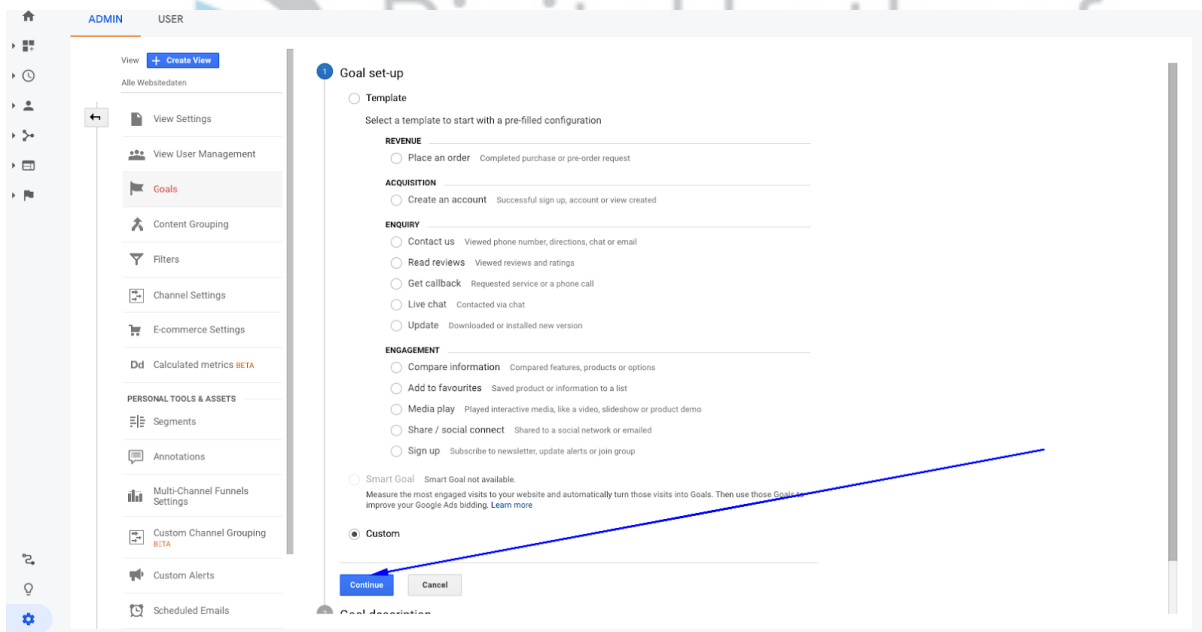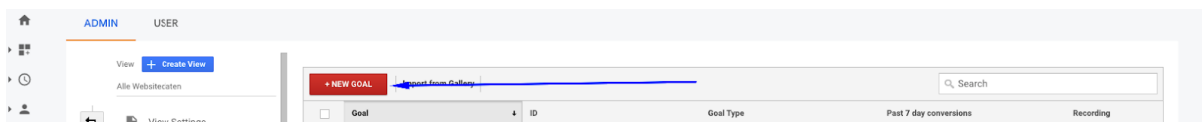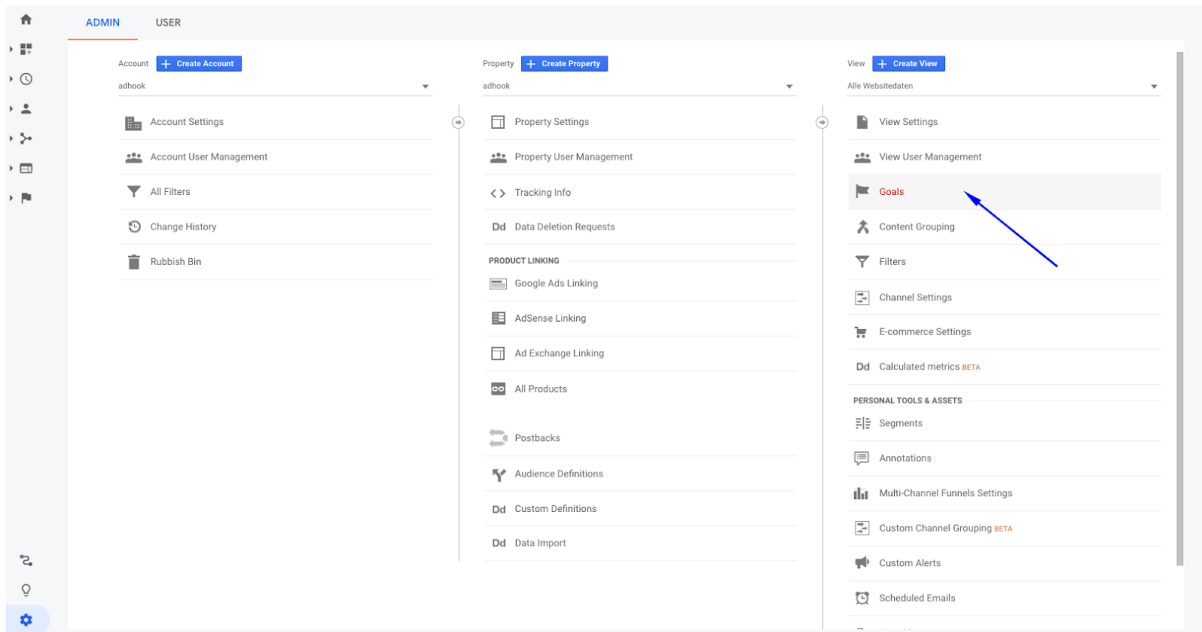**Abdul Latheef**
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🏠	Home
▸ ▦	Customisation

REPORTS

▸ 🕐	Real-time
▸ 👤	Audience
▸ ⤳	Acquisition
▸ ▭	Behaviour
▸ ⚑	Conversions

⥂	Attribution **BETA**
♀	Discover
⚙	Admin

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we need to describe the goal. Here the following attributes must be defined:

- Name of the goal: Serves to identify the goal in the Analytics account

- Goal-Id: Serves as storage location for the data of the defined goal

- Type: We have already described the types in detail in the upper chapter.

We choose the following values for the attributes of the goal:

- Name of the goal: "Increase registrations"

- Goal-ID: "Goal-ID 1 / Goal Group-Id 1" (irrelevant to us for the moment)

- Type: "Destination" (since this is how the conversion funnel can be mapped here)

Next, the goal details must be defined. The following attributes must be defined:

- Goal: Definition of the target page

  - Hint: If you don't know the conversion-relevant pages correctly, you can discover potential pages that deliver conversions under behavior → Website content → All pages.

- ○ The challenge in our scenario:

  For the website we have partly static pages and partly dynamic views. For example, navigation from the landing page to the registration for the test phase is done via static pages, whereas the registration against adhook is dynamic via JavaScript.

  This scenario occurs frequently and is accordingly challenging to depict. The funnel mapping within Google Analytics only allows the data of pages. We can also describe dynamic actions with page visits, i.e. with so-called virtual page views.

- Value: We give the registration a value.

- Trichter: Here the conversion tunnel is shown. For each step to the defined target, the name of the step and the page is defined.

- We choose the following values for the attributes (including funnel).Destination: /vpv-register-free-trial

- Value: $0 (Micro-Conversion)

- Funnel: On

  - ○ Step 1: Visit Landing Page /vpv-start

  - ○ Step 2: Visit Sign-Up Page /vpv-signup

  - ○ Step 3: Register for Free Trial /vpv-register-free-trial

- Note: We list all page views as Virtual Page View (vpv prefix). You can also store static URLs here (more common).

How do I trigger page visits or events for the Google Analytics Conversion Funnel?

As shown in the previous chapter, the target action type "Destination" supports page views. If you have static URLs, such as /index.html → /announcement.html → /thanks-for-announcement.html you don't have to do anything on the "technical" side of the website or app. The URLs must simply be stored correctly in the funnel configuration.
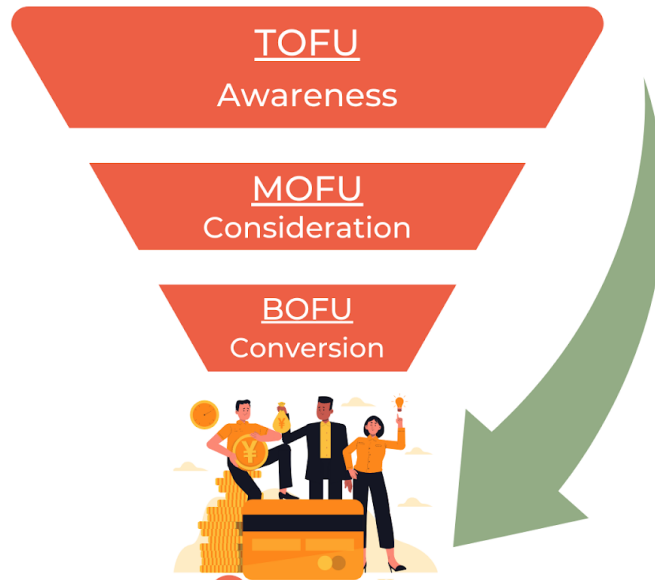
If you have dynamic actions, as is the case with single-page apps, for example, you have to simulate so-called virtual page views.

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Google Ads Funnel Strategy: The Recipe For Successful Ads

Google Ads funnel is a powerful PPC strategy to maximise your ROI. It will help extend the reach of your campaigns, attract new prospects for a low cost, and make your conversions much more profitable.

What is a Google Ads funnel?

The Google Ads funnel is a marketing strategy that uses a sequence of various campaigns that guide prospects through the buyer's journey. It's intended to attract strangers, generate interest and demand, warm-up prospects to actively begin searching for your products/services and convert them into paying customers with targeted content and offers.

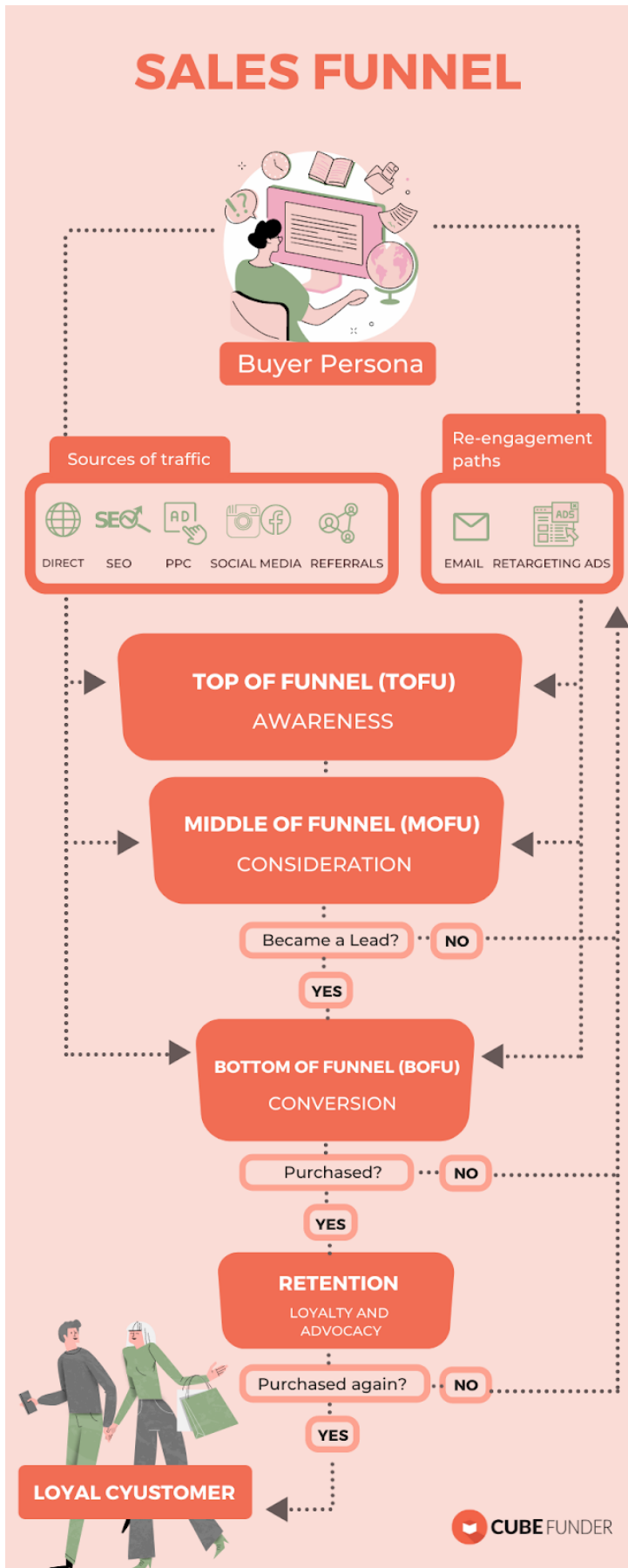The Google Ads funnel is divided into three main stages:

- Top of the Funnel (TOFU) — Awareness stage
- Middle of the Funnel (MOFU) — Consideration stage
- Bottom of the Funnel (BOFU) — Conversion/Action stage

SALES FUNNEL

Buyer Persona

Sources of traffic

DIRECT   SEO   PPC   SOCIAL MEDIA   REFERRALS

Re-engagement paths

EMAIL   RETARGETING ADS

TOP OF FUNNEL (TOFU)

AWARENESS

MIDDLE OF FUNNEL (MOFU)

CONSIDERATION

Became a Lead?   NO

YES

BOTTOM OF FUNNEL (BOFU)

CONVERSION

Purchased?   NO

YES

RETENTION

LOYALTY AND ADVOCACY

Purchased again?   NO

YES

LOYAL CYUSTOMER

CUBE FUNDER

Why should you use a Google Ads funnel strategy?

Google Ads continues to be the most effective advertising platform for generating leads and sales. It is ideal for direct response [marketing](#) where you want to drive people to take action and convert on your offers.

Google's core campaign type is the search ads that can help you capture the hottest prospects as they google things related to your products/services. What makes these campaigns so effective is the ability to target users with high buying intent based on the keywords they use.

Google Ads funnel can help connect with more prospects that could be interested in your offerings with upper-funnel campaigns. With a good combination of ad messaging and content, you can introduce your brand to completely new audiences and generate demand.

However, people don't want to buy from strangers, no matter how good your keyword targeting is or how appealing your offer is.

A Google Ads funnel strategy solves this problem by introducing your brand at multiple touchpoints throughout the buyer's journey. As a result, when a prospect is ready to act and buy, they are more likely to [convert on your offers](#).

How to create your ideal Google Ads funnel

1) TOFU — Raise awareness and attract cold audiences

Users to target:

- Cold audiences who aren't familiar with your brand yet

The main goal is to get your brand in front of strangers who could become [loyal customers](#).

Cold prospects are unlikely to be looking for your company or products. They might not even be aware that you exist, what you offer or that they even need what you offer.

Make sure your ad messaging and offers are aligned to provide informational and educational content rather than pushing sales or other high-commitment requests.

Concentrate on introducing your brand by educating users about solutions to their problems, emphasising the "life-changing" benefits of your products and/or service.

Google Ads campaign types to help you reach a broad audience raising awareness in the TOFU stage are:

- Display campaigns

- Discovery ads

- Video campaigns

- Search campaigns

Target audiences for the TOFU stage based on:

- Demographics

- Affinity (interests and habits)

- Topic targeting

- Life events

- Custom Affinity audiences

- Managed placements

Top of the Funnel keyword targeting includes the following:

- How-to keywords

- Informational keywords

- Question oriented keywords

- Very broad product/service keywords

The best bidding strategies for the TOFU stage:

- Manual CPC

- Max CPV (i.e. Video campaigns)

- Max Clicks

- Max Conversions/Target CPA (for Discovery ads)

2) MOFU — Drive consideration with warm audiences

Two kinds of users to target:

- People exposed to your ads in the previous stage (that haven't converted yet)

- People that started researching solutions on Google

The best performing Google Ads campaign types for the MOFU stage are:

- Search campaigns

- Intent-based display and video ads

- Remarketing

Audiences to use in the MOFU stage of your Google Ads funnel:

- In-market audiences

- Custom Intent audience

- Similar audiences

Middle of the Funnel keyword targeting includes the following:

- General industry keywords

- Generic product/service keywords

- Product category keywords

- Comparison keywords

Some of the highest-performing bid strategies for the MOFU stage are:

- Max Conversions

- Enhanced CPC

3) BOFU — Generate conversions with hot audiences

Two kinds of users to target:

- Users that previously interacted with your ads or website

- Users that search for high buying intent keywords on Google

The best performing Google Ads campaign types for the BOFU stage are:

- Search campaigns

- Remarketing (Video and Display)

- RLSA ads

Audiences to use in the BOFU stage of your Google Ads funnel:

- Qualify leads who are ready to buy

- Narrow audience

Bottom of the Funnel keyword targeting includes the following:

- Specific product/service keywords

- Action keywords

- Geolocation keywords

- Branded keywords

- Competitor keywords

Ad copy should have the following:

- Price

- Financing options

- Fast delivery

- Free shipping

- Best rates

- Special deals and discounts

- Free gift
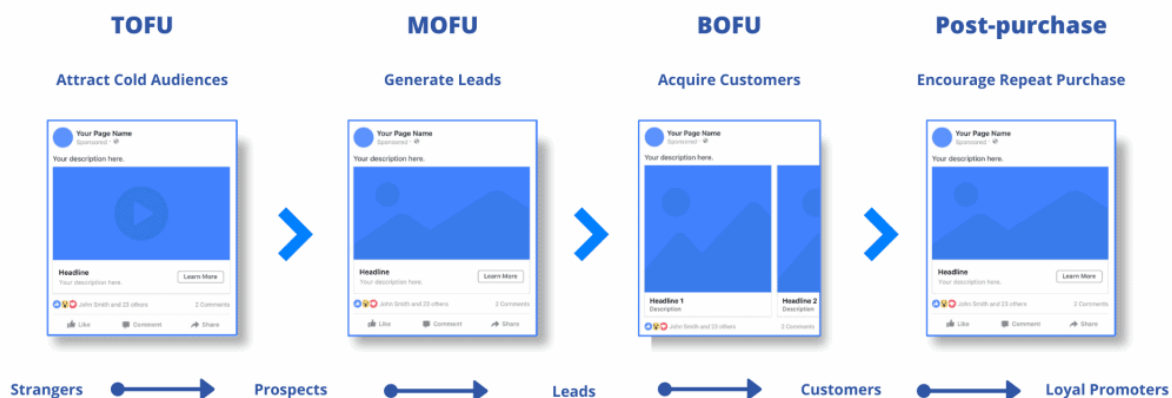
- Social proof

- Sense of urgency

Automated bidding strategies for your Bottom of the Funnel PPC campaigns:

- Target CPA for lead gen

- Target ROAS for e-commerce

How to Design a Perfect Facebook Funnel for Your Business

The Facebook Ads funnel consists of three main stages:

- Awareness — Top of the Funnel (TOFU)

- Consideration — Middle of the Funnel (MOFU)

- Conversion/Decision — Bottom of the Funnel (BOFU)

This is followed by the Post-Purchase stage where your goal is to turn existing buyers into loyal customers and even brand advocates. This increases your customer lifetime value (CLV) and radically improves your advertising profitability.

Facebook Ads allow you to target users at every stage of the buyer's journey:

1. Strangers (cold audience) — Those not aware of your brand and products/service

2. Prospects (warm audience) — People that are aware of you and have shown some form of interest

3. Leads (hot audience) — Highly interested users that shared their contact info and want to learn more or try your product/service

4. Customers — Buyers of your products/service

5. Loyal Promoters — Delighted customers that love your products/service so much they buy from you regularly, as well as share and promote your brand (for free).

Facebook is one of the rare marketing channels that allows you to build a full-funnel in just one platform.

You can do this by moving users from one stage of the funnel to the next and showing them different ads that resonate at each step of the buyer's journey.

IMPORTANT: Although Facebook's very powerful, you should never put all your eggs in one basket. For best results aim for an omnichannel marketing approach which numerous studies prove to bring the best results.

A Facebook Ads funnel will potentially increase your conversion rates, grow sales and even save money on advertising.

Without a Facebook funnel, you'd be wasting ad dollars pitching your products/service to cold audiences that are just not going to convert.

Many inexperienced marketers try Facebook Ads, run it for a while and give up once they see the acquisition costs are too high or they're not getting enough conversions.

The problem is that they're going straight for the sale, pitching products to complete strangers. The goals are completely misaligned with the audience as most users aren't ready to buy after just one ad.

Why most users aren't ready to buy after just one ad

Most users aren't going to convert on your core offer (buy from you) after just one Facebook ad. That's because they're just introduced to your brand for the first time. They still don't know you, don't trust you and probably don't care about your brand yet.

You may be tempted to go straight for the sale with just one ad, however, that's unlikely to work. While sales are the ultimate goal, very few will buy your product/service the first time they see your ad. High-value conversions typically happen once a user interacts with your brand over multiple touchpoints.

People on Facebook and Instagram aren't actively looking for products to buy. Instead, they're socializing with friends, reading the news or watching funny cat videos.

Stage 1: TOFU — Turn Strangers into Prospects

At the Top of the Funnel (TOFU) or the Awareness stage, your Facebook ad goal is to attract new audiences.

Unless you're a household brand like Nike, IKEA or Coca Cola, these new audiences are complete strangers to your business. That's why we call them "cold audience;" they don't know you, don't trust you, and aren't interested yet.

If you want to warm up these cold audiences and convert strangers into prospects, you need to educate them about the "life-changing" benefits of your products/service.

Instead of starting your funnel with a Conversion objective, raise awareness and make people realize they need your product/service. Do this by highlighting their interests, needs and problems, and how you can solve all that.

Focus your ads on the unique benefits you offer. Make this stage informational and educational. Comedy works great at this stage as well.

Audience targeting for the Awareness stage

In the Awareness stage, you're trying to reach completely new users. For the most part, you should use the following two types of Facebook Audiences:

- Saved Audience
- Lookalike Audience

Saved Audience is perfect for prospecting because it allows you to target users based on their demographics, location, interests, behaviour, etc.

Top of the Funnel campaign objectives

Choosing your Facebook campaign objective determines what goal (or action) you want Facebook to optimize for. The best campaign objectives for the Awareness stage are:

- Brand Awareness
- Reach
- Traffic
- Video Views
- Messages

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

Optimal ad type for the Awareness stage

Since cold audiences are completely new to your brand, you want to use Facebook ad formats that instantly grab attention and embed in users' minds.

Ad types that are proven to work the best in the Awareness stage are:

- Video ads

- Collection ads

- Image ads

- Carousel ads

- Instant Experience ads

One of the best ways to start the buyer's journey is with a Facebook video ad.

Videos are an excellent ad format because they allow you to introduce your brand and highlight the unique benefits of your products/service in an engaging way.

Video ads are a perfect scroll-stopper for cold audiences that see your brand for the first time. And focusing your video ads on your unique value proposition can leave a strong first impression.

Daily Life's Facebook ad shows a burning candle with a simple message "Do you feel burnt out?" to spark curiosity.

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daily.life.website
Sponsored · ▶ Keep Watching

DO YOU FEEL BURNT OUT?

100% free quiz

Imagine being able to know exactly which one of your Chakras is blocked, balanced, weak, and strong.

Well, you don't have to imagine for much longer.... **more**

tailoredathlete
Sponsored

PREMIUM STRETCH JEANS

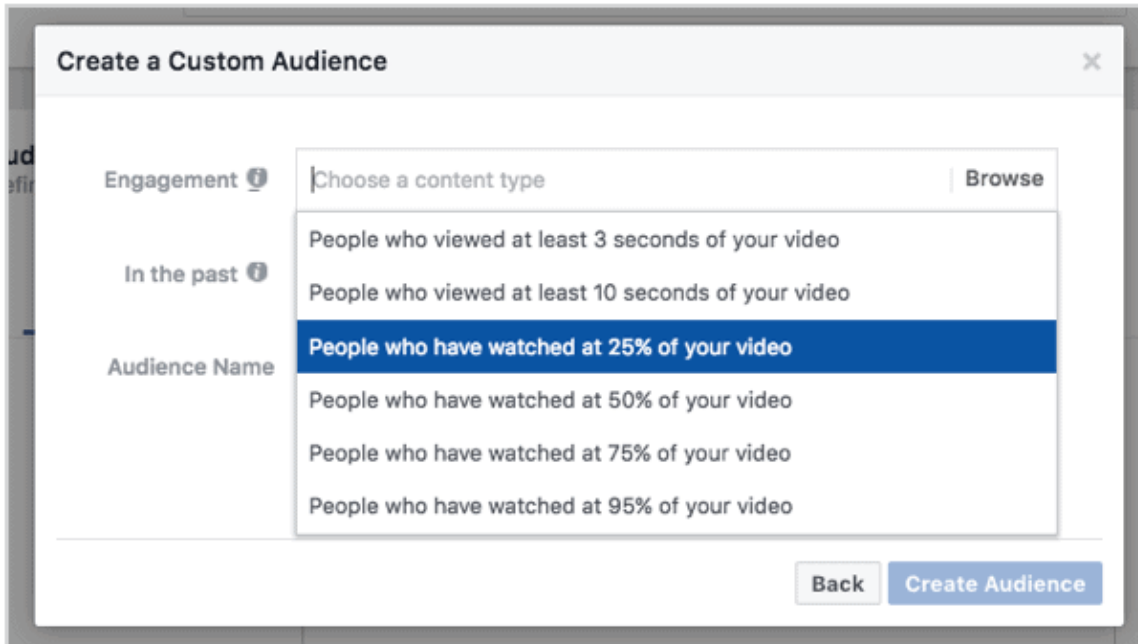Tired of Jeans not fittings your quads? We have the solution to your problem.

Discover why 1000's of athlete's are loving these comfy jean's designed for muscular legs. Designed by Athletes. For Athletes.

Shop Now

Best ad copy, CTA and offer for cold audiences

When advertising to cold audiences you need to be patient. Go easy on your prospects.

Use Facebook ads to get noticed, introduce your brand and warm up those complete strangers. Get them interested.

Provide useful, engaging and fun content with offers that don't require users to do too much work.

Some good examples of Awareness stage offers include getting users to:

- Watch a video
- Visit your website
- Take a quiz
- Check out your product page
- Read a blog post or a guide, etc.

Any action that doesn't require commitment is a good fit for cold audiences. Another reason why those video views, mentioned in the previous section, will get you great results.

Even a free giveaway can be a tough ask for cold audiences if it requires giving up contact info. So, tread carefully.
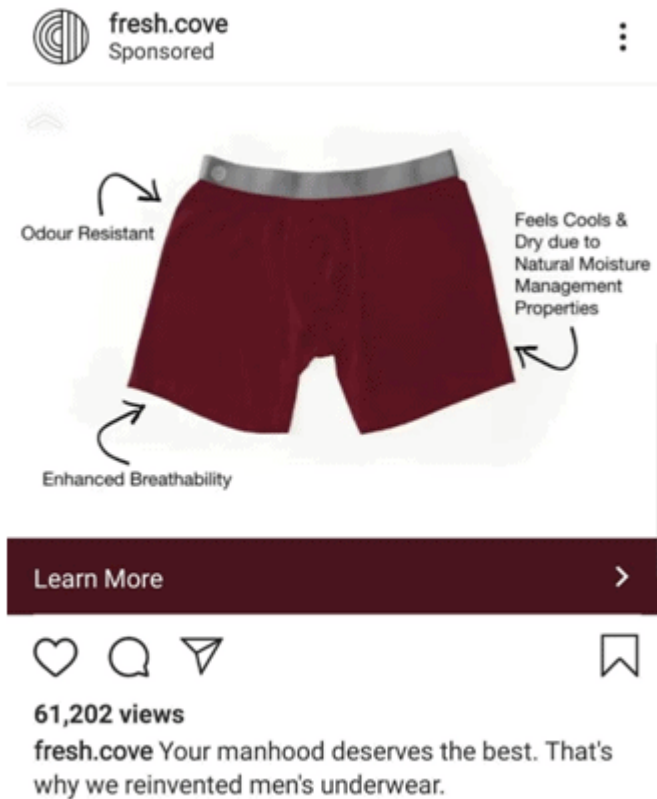
Also, make sure your Facebook ads communicate the need for your product/service. Focus your ad copy on unique features and benefits instead of directly pitching like a door to door salesman. Use this ad from Fresh Cove as a fine example.

Basically, all these ad examples don't ask for anything more than for users to click and learn more.

While we're on the subject, some proven Facebook Ads CTAs for Top of the Funnel are:

- Learn More
- Watch More
- See Menu
- Listen Now
- Send Message

If you have paid attention to all the examples so far, you probably noticed a pattern: most CTAs in the Awareness stage include the "Learn now" button.

That's because it's the least intimidating call-to-action text for cold audiences.

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In some instances, you can also try CTAs like "shop now," "download," and "sign up." So, be sure to A/B test your call-to-action buttons to find the one that resonates best with your cold audience.

One thing you should definitely avoid during the Awareness stage is talking about the price in your Facebook ads.

Pitching your products directly to cold audiences isn't going to work. Remember, these people are complete strangers to your brand, and being too salesy at this stage will only drive them off. Save your higher-commitment offers for the next two stages.