

Marketing Funnel

A customer-acquisition map: the five stages from stranger to superfan, so you can see exactly where people drop off.
Origin: advertising tradition, after E. St. Elmo Lewis's AIDA

AWARENESS

CONSIDERATION

CONVERSION

RETENTION

ADVOCACY

● **AWARENESS:** How net-new strangers discover the brand exists and what it's for. Reach and memory, measured by recall not impressions.

● **CONVERSION:** How ready buyers complete the desired action. Remove friction - confusing checkouts and long forms cost real money.

● **ADVOCACY:** How happy customers actively bring new ones. Referrals, reviews, shareable moments - the cheapest source of new Awareness.

● **CONSIDERATION:** How interested people evaluate the brand against alternatives. Proof, comparisons, trials that answer 'is this for me?'

● **RETENTION:** How a one-time buyer becomes a repeat one. Onboarding, habit, the second purchase - where the actual profit lives.