

How to Visualize Your

Ecommerce Marketing Funnel

Examples of Marketing Tactics

Google Ads, SEO, paid social media, influencer marketing, PR, brand **awareness ads**

Email marketing, direct mail, content marketing, limited-time sales, testimonial ads, live chat help, "free shipping" deals, SMS marketing

Retargeting ad campaigns, upselling, cross-selling, **abandoned cart recovery**

Loyalty programs, post-purchase messaging, customer service, email marketing, **customized shopping experiences**

Refer-a-friend programs, review campaigns, user-generated content (UGC)

Awareness

Consideration

Conversion

Loyalty

Advocacy

Your Current Tactics

Placeholder for current tactics at the Awareness stage.

Placeholder for current tactics at the Consideration stage.

Placeholder for current tactics at the Conversion stage.

Placeholder for current tactics at the Loyalty stage.

Placeholder for current tactics at the Advocacy stage.