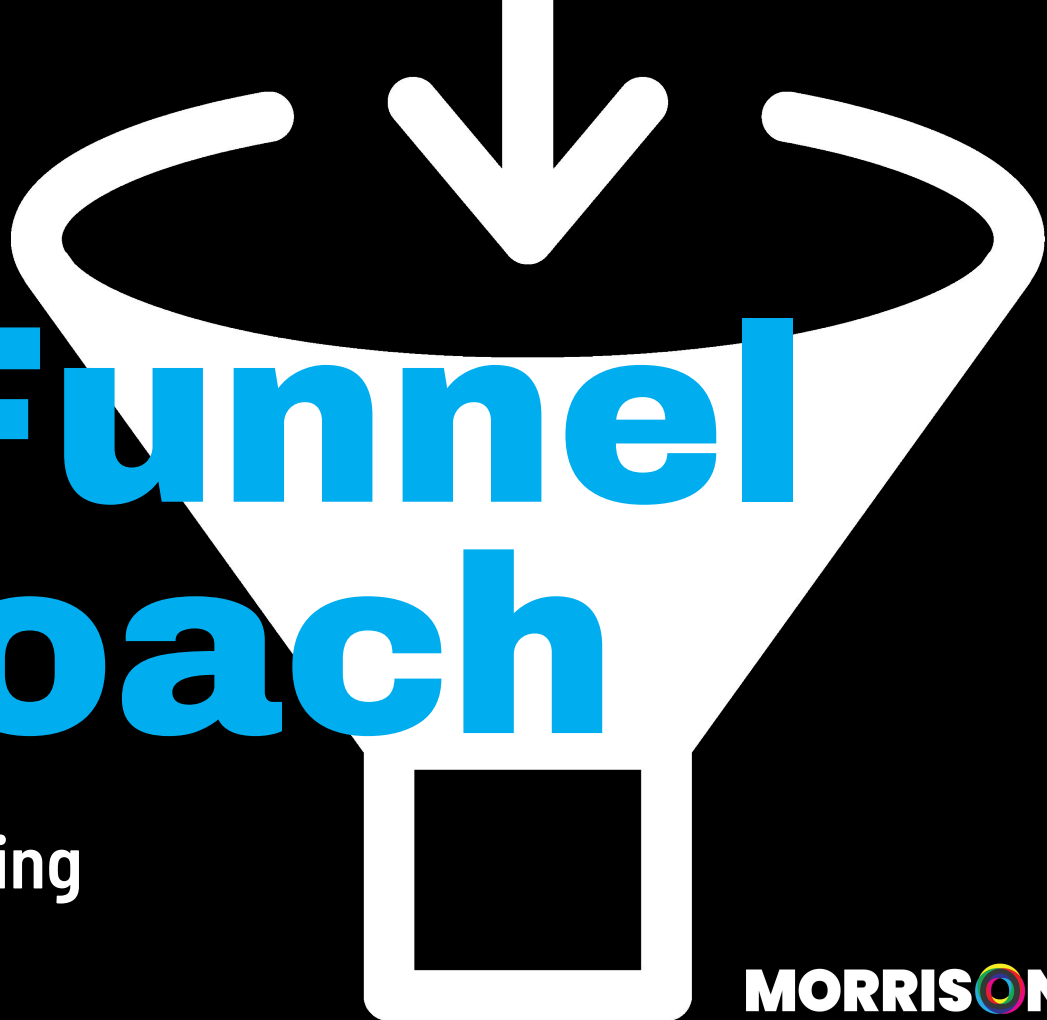


The

Full-Funnel Approach

to Marketing & Advertising



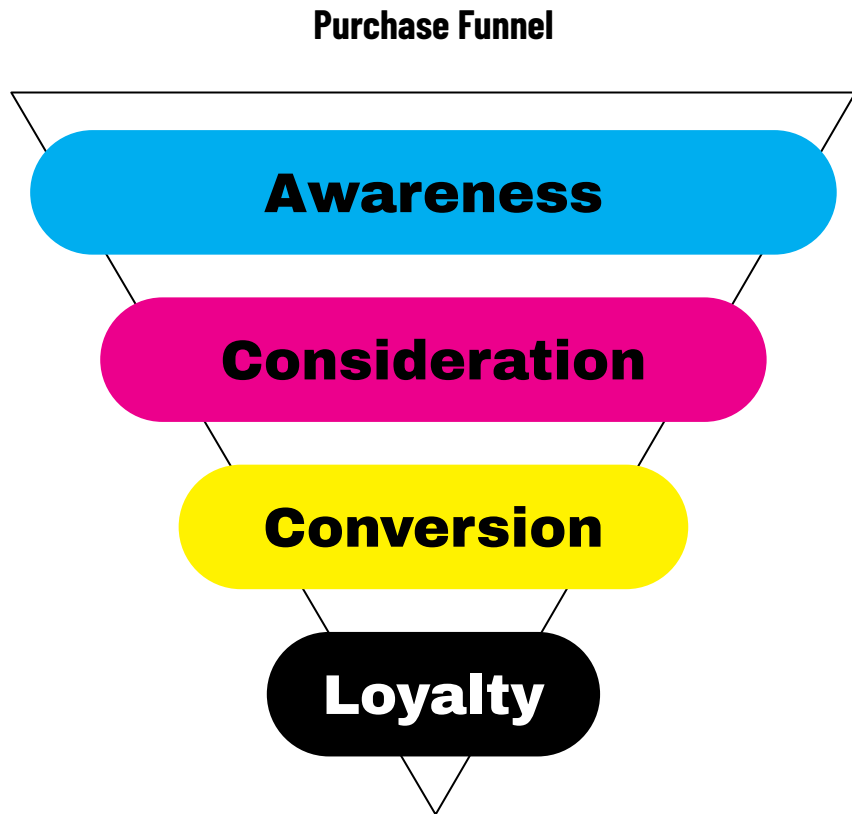
MORRISON

Full-Funnel Marketing & Advertising

A full-funnel marketing and advertising approach is a **comprehensive strategy designed to engage potential customers at every stage of their journey**—from discovering your brand to becoming loyal advocates.

It involves creating **targeted marketing and advertising efforts across Owned, Earned, Shared, and Paid channels** that address the needs and behaviors of prospects at each phase of the funnel, ensuring a cohesive, comprehensive brand experience.

Targeting specific needs and behaviors at each stage increases the likelihood of moving prospects through the funnel and converting them into customers.



Cross-Channel Strategy

Understanding the key channels within Owned, Earned, Shared, and Paid media is essential for crafting a balanced and effective marketing strategy.



Owned

Examples:

Website, SEO, Landing Pages
Blog Articles
Email Marketing
Google Business Profiles
Text Messaging
Loyalty Programs
In-Store Merchandising



Earned

Examples:

Media
Press Releases
Reviews (Reputation Mgmt)



Shared

Examples:

Social Media
UGC
Word-of-Mouth
Referrals



Paid

Examples:

Events & Trade Shows
Sponsored Webinars
Paid Search
Digital & Social Ads
CTV/OTT
Out-of-Home
Direct Mail
Radio & Print

Awareness

Definition

Brand awareness is the extent to which prospects recognize and remember a brand. It's the first step in the purchase journey, creating the foundation for all future interactions. Higher brand awareness can lead to increased trust, consideration, and conversions.

Focus

Broad reach tactics to capture the attention of your target audience and introduce your brand and product.

Prospect Behavior

- Discovering new brands and products
- Identifying a need for a product
- Establishing first impressions

Primary Channels & Tactics

- **Owned:** Website, SEO, Blogs, Email Marketing, In-Store Merchandising
- **Earned:** Media, Press Releases
- **Shared:** WOM, Referrals
- **Paid:** Events, Trade Shows, Television/Connected TV, Out of Home/Billboards, Print, Radio, High-Impact Digital Executions

Consideration

Definition

In the consideration stage, prospects evaluate your product or service against alternatives. They start to research, compare options, and seek more detailed information to facilitate making a decision.

Focus

Educate and inform prospects as they explore options and evaluate your brand against competitors.

Prospect Behavior

- Looking for solutions that meet their needs
- Researching product features, reading reviews, and seeking recommendations
- Forming final consideration set

Primary Channels & Tactics

- **Owned:** Website, SEO, Blogs, Email Marketing, Google Business Profiles, Webinars/Demos, Text Messaging, In-Store Merchandising
- **Earned:** Testimonials/Reviews
- **Shared:** Social Media, UGC
- **Paid:** Display, Paid Social, Direct Mail, Streaming Audio, Sponsored/Custom Content, Webinars, Trade Media

Conversion

Definition

The conversion stage is where a prospect decides to take a desired action, such as completing a form and ultimately making a purchase.

Focus

Create a frictionless, convenient, and positive purchase experience for prospects.

Prospect Behavior

- Ready to commit and need a smooth, persuasive path to complete the purchase
- May be influenced by clear CTAs, special offers, or strong customer service
- Negotiating and finalizing purchase details

Primary Channels & Tactics

- **Owned:** Website, Landing Pages, Email Marketing
- **Earned:** Reviews
- **Shared:** Social Media, UGC
- **Paid:** Direct-Response Display, Paid Social, Paid Search, Retargeting

Loyalty

Definition

After the purchase, the focus shifts to nurturing the customer relationship to encourage repeat purchases and foster long-term loyalty and brand advocacy.

Focus

Maintain customer engagement, deliver exceptional service, and provide reasons/incentives to drive repeat purchases and referrals.

Prospect Behavior

- Evaluating post-purchase satisfaction
- Providing feedback and reviews online
- Engaging with customer resources
- Participating in loyalty programs

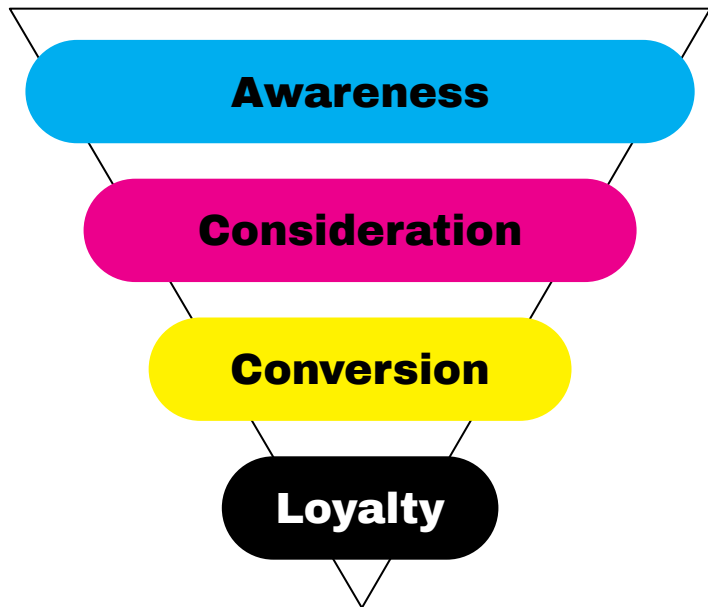
Primary Channels & Tactics

- **Owned:** Website, Email Marketing, Text Messaging, Loyalty Programs
- **Earned:** Reviews
- **Shared:** Social Media, UGC
- **Paid:** Paid Social, Search, Retargeting, Display

Ad Platforms Serve Each Phase

Crafting a media strategy that integrates ad platforms across all stages of the funnel ensures a seamless journey from awareness to conversion and through to loyalty, maximizing impact at every touchpoint.

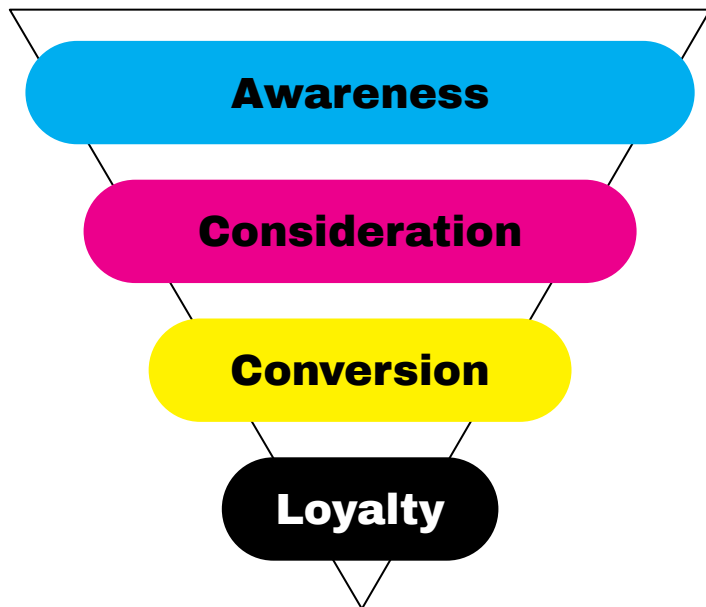
Purchase Funnel



Full-Funnel Measurement

Optimize performance and make data-driven decisions by tracking and measuring engagement and conversions at each stage.

Purchase Funnel



Awareness

- Site traffic and engagement
- Email open rate and click-through rate (CTR)
- Impressions, reach, engagements, engagement rate (ER), ad clicks, CTR

Consideration

- Site traffic and engagement with intent-based content
- Email open rate and CTR
- Text open rate and CTR
- GBP listing views and reviews/ratings
- GBP listing views and reviews/ratings
- Social media follower growth and engagement
- Ad clicks, CTR, cost/click

Conversion

- Email opens, CTR, and conversion rate (CVR)
- Purchases and cost/purchase
- Lead form submissions and cost/lead (CPL)
- Return on Ad Spend (ROAS)

Loyalty

- Email open rate and CTR
- Text open rate and CTR
- Social media follower growth and engagement
- Repeat purchases, ROAS
- Cost/purchase, CPL
- Lifetime Customer Value

Ready to Build Your Success in 2025?

The marketing landscape in 2025 is filled with exciting opportunities. If you're ready to dive into your own funnel, we're here to help. It's not too late to make this year your most successful yet!

[CONTACT US](#)

MORRISON