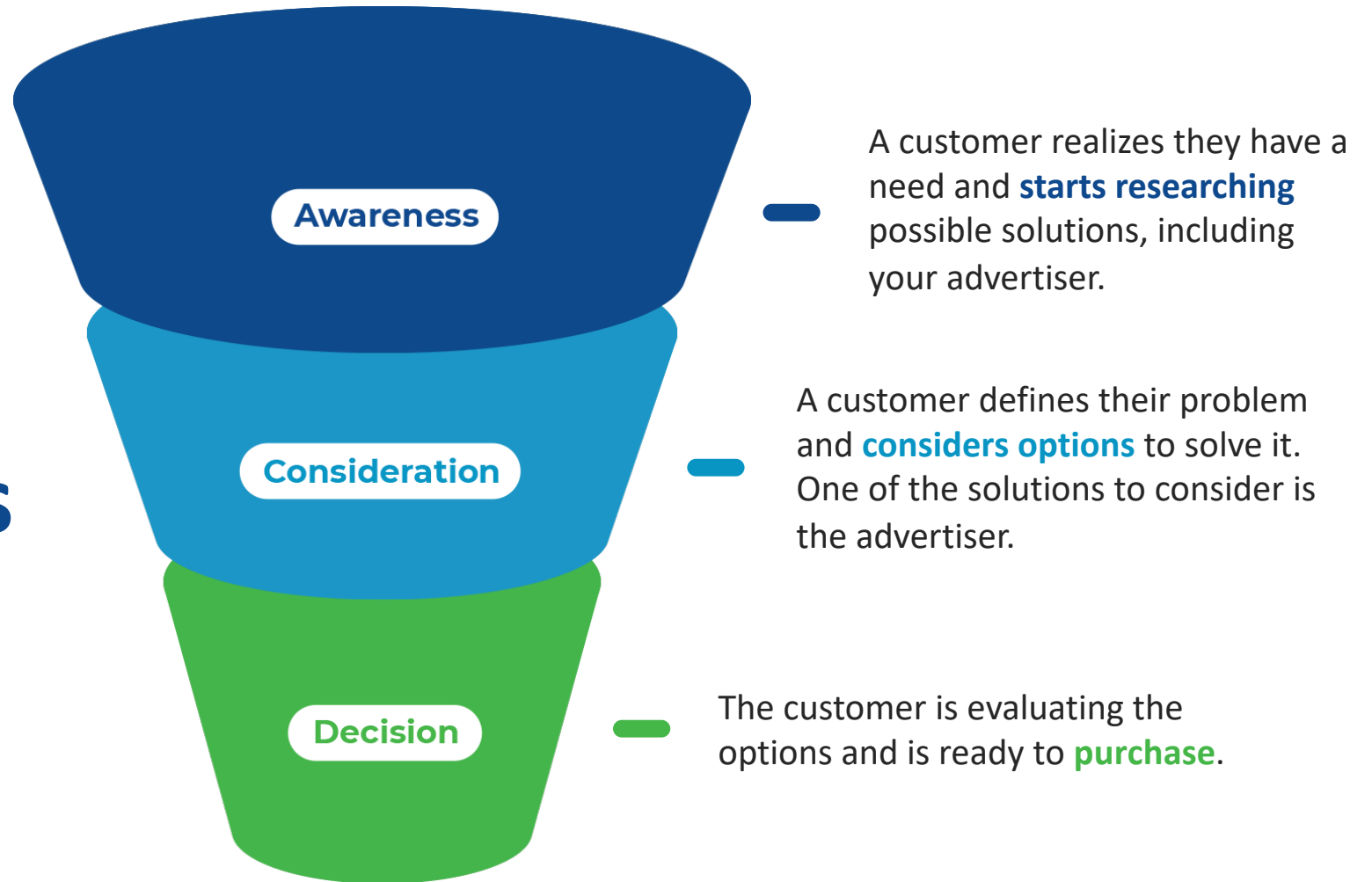


The Sales Funnel and Aligning Tactics to Each Stage for Advertisers

The Sales Funnel Stages





Stage 1: Awareness

Consumers realize they have a need and start to research potential solutions. They begin to learn about brands and products to fill this need.

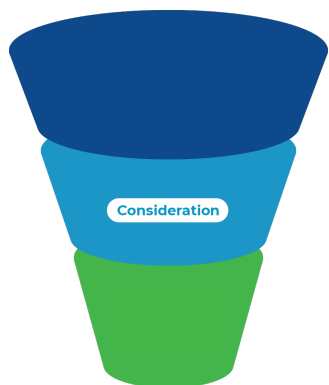
KPIs: Impressions, clicks, click-through rate (CTR)

Example Advertiser Goal Scenarios

- I'm opening a new company and want to tell the community.
- My restaurant now serves brunch, and I want to inform diners.
- My business location has expanded or is at a new address.
- Our website now has e-commerce options that customers will appreciate.

Best Tactics to Use and Why

- **Display:** Define the geography, demographics or interests of potential customers.
- **Geofencing, video geofencing and geofencing retargeting:** Serve up display or video ads by fencing your store, competitors, or other areas where potential audiences gather. With retargeting, you can serve people ads after they leave the fence.
- **OTT/CTV:** Give a targeted audience a glimpse of what a brand offers. If using OTT, include a link to a product or landing page.
- **Video display ads and YouTube pre-roll:** Showcase what's new with engaging content.
- **Radio:** Ensure maximum reach with linear spots.
- **Streaming audio:** Mix in audio advertising that's targetable.
- **Social media ads:** Position ads to people based on their interests, demographics and location on social platforms like Facebook, Instagram, TikTok, Snapchat and LinkedIn.



Stage 2: Consideration

Consumers actively and passively collect more information about a brand or product. They begin to narrow down their choices by researching further before making a purchase decision.

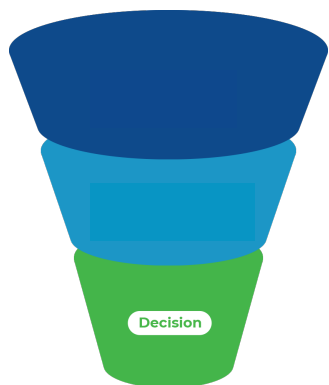
KPIs: Impressions, clicks, CTR, website traffic

Example Advertiser Goal Scenarios

- I want to highlight products or services with specific details or promotions.
- We've updated our menu based on customer feedback, and I want former and prospective diners to know.
- I want to explain how my pest service company is safe and effective.
- I'd like to increase foot traffic during a long holiday weekend.
- I want to attract new customers with a special promotion for their first purchase.

Best Tactics to Use and Why

- **Display:** Create a target profile and ad content that delivers the value of the product or service.
- **Email marketing:** Reengage former customers to tell them what's new.
- **Geofencing and video geofencing:** Fence a location where ideal customers may be and serve static or video in-app ads.
- **OTT/CTV:** Leverage a non-skippable ad format where consumers spend time.
- **Retargeting (display and video):** Drive people back to your website who left without converting.
- **Geofencing retargeting (display and video):** Serve ads to audiences after they leave a fenced area.
- **Search engine marketing (SEM):** Launch paid search for solution-based terms.
- **Social media ads:** Experiment with case study social media ads that demonstrate results.
- **Video:** Focus on specific details that demonstrate a product's differentiators.



Stage 3: Decision

A consumer has evaluated all the options and is ready to convert.
Conversions can define any buying signal, not just an online or offline sale.

KPIs: Sales revenue, form fills, phone calls and sign-ups

Example Advertiser Goal Scenarios

- I want more leads for my home services company.
- I'd like people to make reservations online for my restaurant.
- I want people to purchase items on my website.
- I need more applicants for an open job.

What an Advertiser Needs to Earn Conversions

- Specific landing pages that correlate to the offer and include a form
- Optimized product pages for e-commerce and a low-friction checkout process
- A fast-loading, mobile-friendly website
- Engagement activities to help the customer keep learning (e.g., online quizzes, contests or surveys)
- A plug-in for taking appointments or registrations

Best Tactics to Use and Why

- **Email marketing:** Land in the inbox with an appealing offer to potential new customers who fit an ideal customer profile.
- **Radio:** Use this trusted medium to remind listeners of deals; this strategy has been proven to increase foot traffic.
- **SEM:** Use “buying” language in ad copy to find those ready-to-purchase consumers.
- **Social media:** Create conversion-focused ads with in-app form fills to gain conversions.

More Resources for Aligning the Sales Funnel to Digital Tactics

[Create the Ideal Digital Ad Mix for Your Advertisers](#)

[Full-Funnel Advertising Is Easy with Marketron NXT](#)

[Explaining the Fragmented Customer Journey to Advertisers](#)

[CTAs \(Calls to Action\) by Funnel Stage: Help Advertisers Get the Click](#)



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