



The Ultimate

FULL-FUNNEL MARKETING PLAYBOOK



While full-funnel marketing is hardly a new concept, only a few companies know how to implement it effectively. Learning how to leverage this type of marketing for your business can put you ahead of the competition faster than you can say “high conversion rate.”

A full-funnel marketing strategy targets your audience across all marketing channels throughout their journey down the marketing funnel. This comprehensive approach prevents consumers from falling through the cracks, strengthens customer relationships, and drives loyalty.

The return on investment (ROI) of your sales and marketing campaign depends on how well you implement the full-funnel strategy.

Let’s take a closer look at creating a custom full-funnel marketing campaign effectively.

WHAT IS

Full-Funnel Marketing?

Full-funnel marketing is a comprehensive marketing strategy that encompasses all marketing channels and brand touchpoints throughout the customer's journey with your company. Instead of leveraging separate marketing tactics, the full-funnel approach brings them together to create a seamlessly flowing strategy that generates leads, drives engagement, educates consumers, improves brand awareness, and encourages retention.

By implementing full-funnel marketing, you combine a diverse, tactic-filled campaign with a personalized approach to each customer or audience segment. This drives a positive experience, increases customer lifetime value (LTV), and initiates brand ambassadorship. When you adopt full-funnel marketing, you can develop an accurate picture of the marketing campaign's effect on your company's success. This allows you to generate more value without inflating the marketing budget.

In short, full-funnel marketing is not about digging deeper into the way each stage of the funnel works. It's about figuring out how each stage affects the others to create a comprehensive and positive customer experience. For example, you can gain insight into the way your SEO (Search Engine Optimization) efforts can improve the impact of email messages while TV commercials complement your digital ads and drive website conversions.



FULL-FUNNEL MARKETING IS ABOUT FIGURING OUT HOW EACH STAGE AFFECTS THE OTHERS TO CREATE A COMPREHENSIVE AND POSITIVE CUSTOMER EXPERIENCE.



Full-Funnel Marketing Plan

According to Google, full-funnel marketing strategies can achieve a 45% higher ROI and a 7% increase in sales

The key to achieving success with full-funnel marketing is developing a comprehensive annual marketing plan. Since this type of marketing encompasses many channels simultaneously, you need a plan and relevant KPIs (key performance indicators) to stay on track.

A plan does not have to be set in stone. However, it needs to provide a framework for your actions throughout the year. It can help you measure progress and adjust the strategy before errors turn into significant budget-eaters.

Full-Funnel Marketing Goals

The structure of your full-funnel marketing strategy depends on the goals you set for your campaign. You can take advantage of the SMART goal-setting technique that involves goals, which are:

- ▼ **Specific** – narrow goals for easier understanding and planning
- ▼ **Measurable** – come with specific metrics, such as conversion rate or ad spend
- ▼ **Achievable** – possible for your business to achieve (if you currently have 100 customers, converting 100 more by the end of the quarter is probably more achievable than 1,000 new conversions by the end of the month)
- ▼ **Relevant** – relevant to your current marketing strategy and business goals
- ▼ **Time-Bound** – come with specific deadlines

An example of a full-funnel marketing goal is “Achieve a 15% increase of the conversion rate by the end of the year.”



**FULL-FUNNEL MARKETING STRATEGIES
CAN ACHIEVE A 45% HIGHER ROI**

THE STAGES OF

Full-Funnel Marketing

Understanding all stages of full-funnel marketing allows you to produce tactics that seamlessly fit into the comprehensive strategy.

AWARENESS AND INTEREST: Get People to Know You

The first stage of the marketing funnel is awareness. At this point, customers may not know about your brand yet but already have a problem your company may solve.

At the awareness stage, the goal is to grab the potential consumer's attention and show them that your brand could be the solution they are looking for. You need to implement tactics that attract leads and turn them into clients with high potential.

At this point, you need to answer several important questions:

- ▼ What is your brand?
- ▼ How can customers benefit from your brand?
- ▼ What do clients already know about your brand?
- ▼ Does your brand solve the clients' pain points?

Based on the answers, you can implement specific awareness tactics, including:

- ▼ Radio advertising
- ▼ OTT/CTV advertising
- ▼ Social media advertising
- ▼ Influencers marketing
- ▼ Content marketing
- ▼ Direct mail

At this stage, you can educate customers about solutions to their problems and promote your brand in the process. If successful, your tactics will attract potential clients who want to learn more about your offer.

CONSIDERATION & EVALUATION: Get People to Like You

At this stage, you already have interested consumers to work with. They believe that your brand has something valuable to offer but still requires convincing. The goal is to build brand trust and set the stage for a meaningful relationship.

You can provide helpful information about your company and explain how it solves relevant problems. With content you provide at this stage, you are demonstrating your brand's credibility and positioning it as a trustworthy partner.

The main questions to ask during this stage are:

- ▼ What does my audience need?
- ▼ How can my brand help my audience address its needs?

Tactics you can implement at this stage include:

- ▼ Email marketing
- ▼ OTT/CTV advertising
- ▼ Paid advertising
- ▼ Content marketing
- ▼ Radio and TV ads
- ▼ Social media marketing

At this point (if applicable), you can offer a free trial or a free sample. By the end of this stage, the lead should show intent to buy your product or use your service.



THE GOAL IS TO BUILD BRAND TRUST



CONVERSION & ADVOCATE: Get People to Trust You

At the final stage of the full-funnel marketing campaign, potential customers and clients start converting. They show an intent to buy your product, and it's your goal to turn this intent into a purchase.

Questions to ask during this stage:

- ▼ How do I ensure a smooth buying experience?
- ▼ How do I strengthen the existing relationship with the customer?

After you convince the customer that your product or service is the ideal solution to their pain point, they decide to buy.

Tactics you can use at this stage of the funnel include:

- ▼ Geofencing
- ▼ Testimonials
- ▼ Upselling and cross-selling
- ▼ Referral programs

The full-funnel marketing strategy does not end with the purchase. It continues with retention tactics. After turning a lead into a customer, you want to do everything possible to increase their LTV. Customers and clients who are happy with your services can become brand ambassadors. This could help you improve the tactics at the higher levels of the marketing funnel.

Creating a solid relationship with these clients is key to successful sales and high LTV. Mid-West Family employs a special story-telling technique that doesn't just boost brand awareness. It keeps your clients watching closely and anticipating new communication with your brand.



**CREATING A SOLID RELATIONSHIP
WITH HAPPY CLIENTS IS KEY TO
SUCCESSFUL SALES**

ACHIEVING BUSINESS GOALS WITH A

Full-Funnel Marketing Strategy

A full-funnel marketing strategy is an effective set of tactics that drive customers down the marketing funnel and achieve high conversion and retention rates. To develop a successful campaign, you must understand your business goals, identify the target audience, and set the budget. Once you begin implementing the full-funnel marketing strategy, you can start reaping the benefits quickly. But only if you have a comprehensive plan.

At Mid-West Family, we have decades of advertising and marketing experience across various channels. If you want to speak with an experienced full-funnel marketing strategist, please contact us at any convenient time.



**CONTACT US TO CUSTOMIZE YOUR
FULL-FUNNEL MARKETING PLAN**

