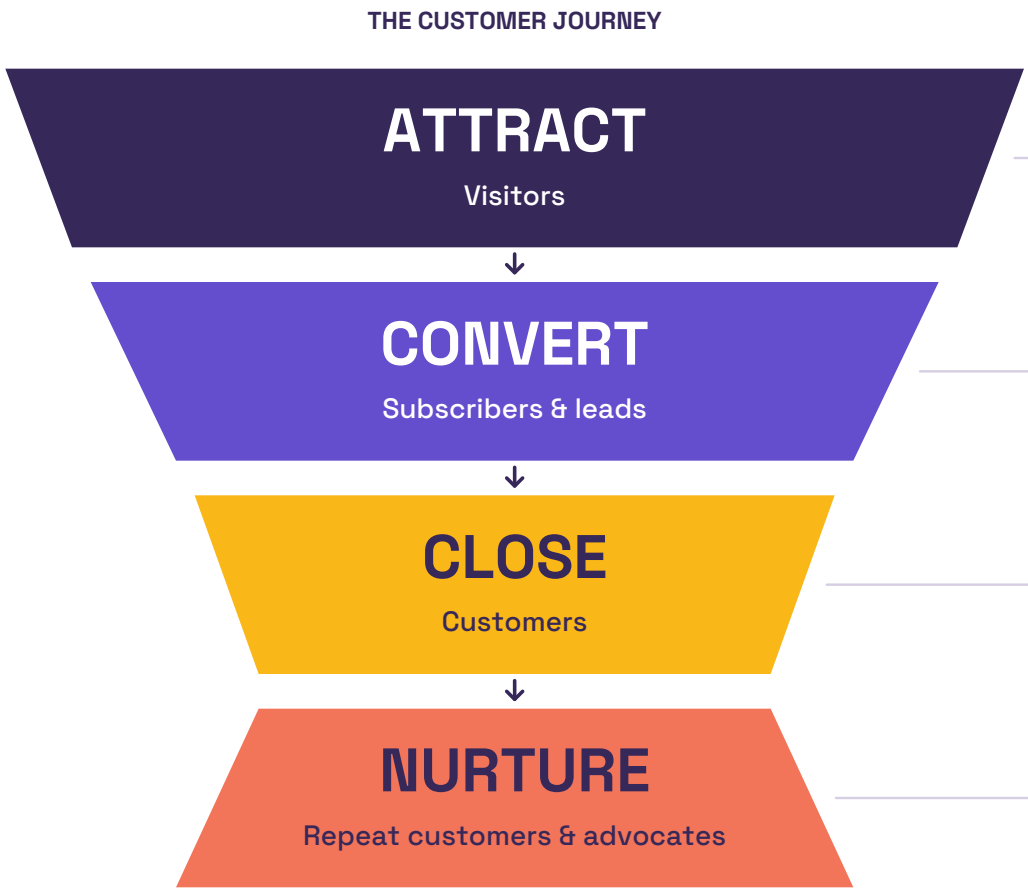
crown jewel marketing

The Funnel

Turn attention into customers, and customers into advocates.



PURPOSE & TACTICS

Get discovered.

Search, social, advertising, referrals, content and a clear website.

Start a relationship.

Landing pages, lead magnets, forms, calls to action and email follow-up.

Earn the sale.

Conversations, demos, proposals, proof and timely follow-up.

Keep the relationship growing.

Onboarding, support, helpful emails, reviews, referrals and relevant next offers.

Nurturing supports the whole journey, before and after purchase.