

THE COCONUT – FROM FUNNELS TO CYCLES

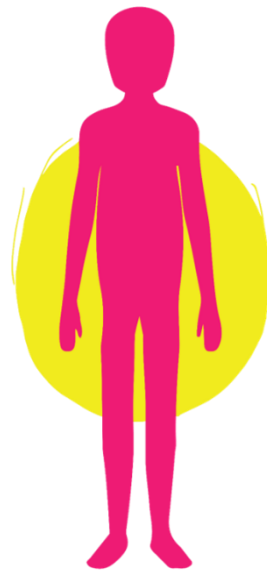
A word here about the coconut. You'll have noticed it's not really a funnel at all. OK, you've got me. This is where the analogy breaks down.

One of the problems with the funnel model is that it assumes customers proceed in an orderly linear fashion from awareness to purchase. But what actually happens throughout the sale and beyond?


Successful businesses think about the entire buyer journey. And that doesn't stop at the point of sale. Rather it continues through purchase, usage, renewal and hopefully referral. Then back to purchase again. Effective marketing needs to support the entire customer experience cycle.

The usage/referral/renewal stages demand a whole topic cluster of their own so let's skip that for now.

It's still helpful to think about the funnel if we want to drive growth. We still need to know how to attract and engage the right customers.



THE COCONUT FUNNEL




FROM
FUNNELS
TO CYCLES

The funnel analogy has its limits.

The buyer journey doesn't stop at the point of sale.

Marketing needs to engage throughout usage, renewal, and hopefully referral, to support the entire customer experience.



F&G
FUNNEL MECHANICS

About F&G Funnel Mechanics

F&G Funnel Mechanics is an integrated marketing agency.

We help tech & innovation-driven B2B companies from London to the South West to grow through inbound and outbound marketing.

We're a virtual agency with hubs in Bristol, Southampton and London.

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