

Ecommerce Sales Funnel

Brand awareness

- Create and deploy online ads
- Deliver content marketing
- Send email campaigns

Website browsing

- Engage customers by providing them with a seamless browsing experience
- Educate customers about your products/services

Purchasing decision

- Address any concerns to encourage purchase
- Deal is won or lost
- Collect payment and send follow-up emails

Brand loyalty

- Nurture customer satisfaction
- Promote brand advocacy
- Encourage repeat purchases

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Website browsing

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Purchasing decision

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Brand loyalty

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