



# MARKETING FUNNEL CANVAS

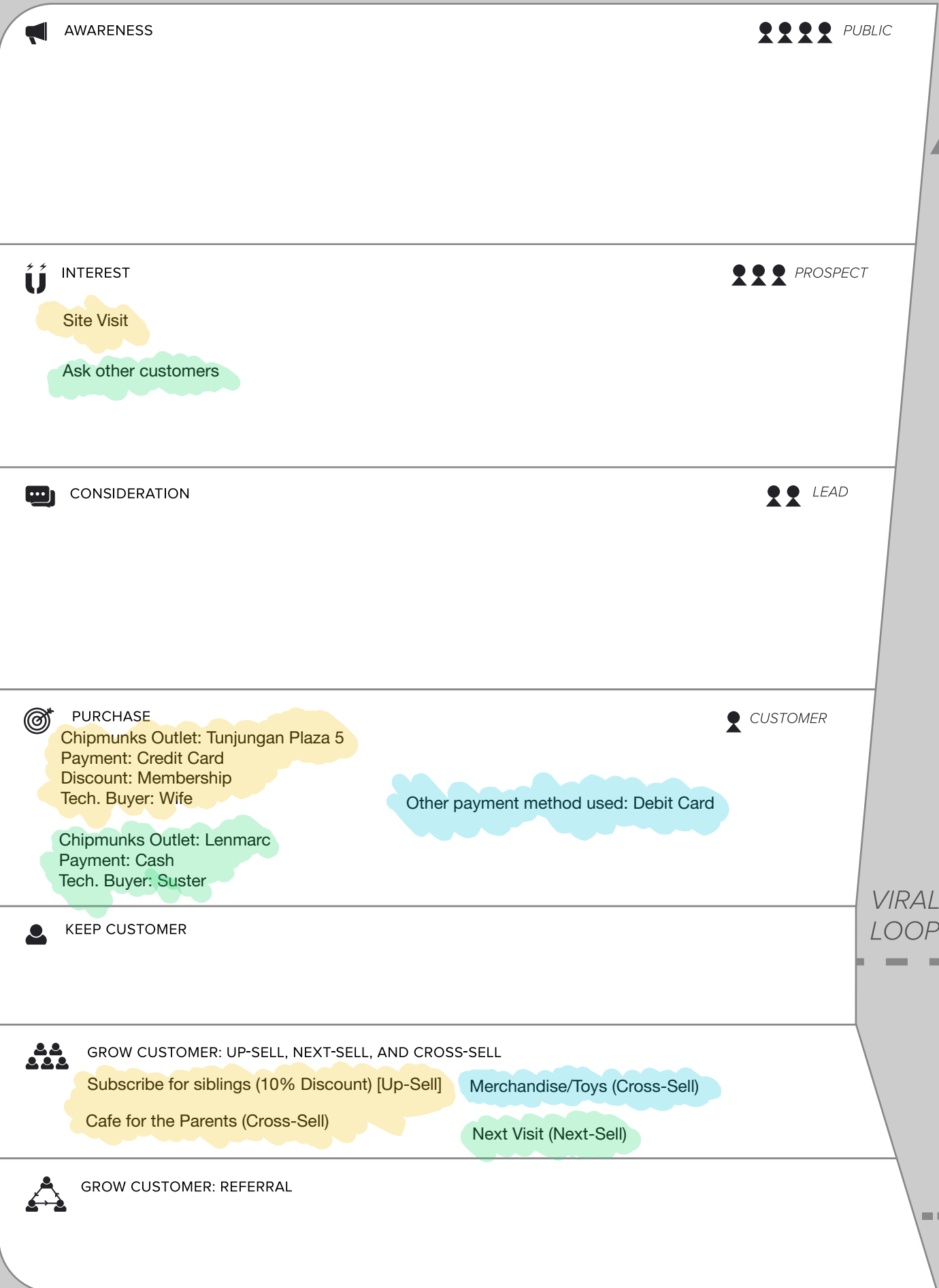
A model describing the customer journey from awareness to purchase

BUSINESS :	Chipmunks Playland & Cafe	DESIGNER :	
PRODUCT/ SERVICE :	Playground	CUSTOMER PERSONA :	Parents treating their kids to play

top of funnel

middle of funnel (lead nurturing)

bottom of funnel (sales)



VIRAL LOOP



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FORM ID: MFC-01

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