



# MARKETING FUNNEL CANVAS

A model describing the customer journey from awareness to purchase

BUSINESS : Starbucks Indonesia	DESIGNER :
PRODUCT/ SERVICE : Coffee	CUSTOMER PERSONA : Average Coffee Drinker

top of funnel

middle of funnel (lead nurturing)

bottom of funnel (sales)



AWARENESS

PUBLIC



INTEREST

PROSPECT

- Site Visit
- Social Media (Line@, Instagram etc)



CONSIDERATION

LEAD



PURCHASE

CUSTOMER

- Starbucks Outlet: Citraland
- Payment: GoPay
- Technical Buyer: Go-Jek
- Starbucks Outlet: Galaxy Mall
- Payment: Credit Card
- Promotion: Line@ Coupon / SMS Marketing
- Technical Buyer: Self
- Starbucks Outlet: Ciputra World Surabaya
- Payment: BCA Card
- Discount: Using Tumbler
- Technical Buyer: Self
- Starbucks Outlet: Ciputra World Surabaya
- Payment: [Membership] Starbucks Card
- Technical buyer: Friend



KEEP CUSTOMER



GROW CUSTOMER: UP-SELL, NEXT-SELL, AND CROSS-SELL

- Bundling (Drink and Meal) [Up-Sell]
- Secret Recipe / Custom Order [Up-Sell]
- Beans [Cross-Sell]
- Merchandise [Cross-Sell]
- Meals [Cross-Sell]
- Upsize [Up-Sell]
- Buy Tumbler [Cross-Sell]
- Loyalty Programs



GROW CUSTOMER: REFERRAL

VIRAL LOOP



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FORM ID: MFC-01

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