top of funnel

MARKETING FUNNEL CANVAS

A model describing the customer journey from awareness to purchase

BUSINESS: Starbucks Indonesia DESIGNER

PRODUCT/ SERVICE Coffee

Average Coffee CUSTOMER PERSONA

Drinker

AWARENESS

₹ ₹ ₹ PUBLIC



INTEREST



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



CONSIDERATION





PURCHASE

- Starbucks Outlet: Citraland
- Payment: GoPay
- Technical Buyer: Go-Jek
- Starbucks Outlet: Galaxy Mall
- · Payment: Credit Card
- Promotion: Line@ Coupon / SMS Marketing
- Technical Buyer: Self

- CUSTOMER · 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



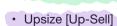
KEEP CUSTOMER

VIRAL



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]

- Buy Tumbler [Cross-Sell]
- **Loyalty Programs**



GROW CUSTOMER: REFERRAL

middle of funnel (lead nurturing)

bottom of funnel