

MARKETING FUNNEL CANVAS

A model describing the customer journey from awareness to purchase

BUSINESS: Traveloka DESIGNER Professional Men/ PRODUCT/ SERVICE CUSTOMER PERSONA Hotel

Women on a budget

PUBLIC **AWARENESS** top of funnel Ű **INTEREST** PROSPECT middle of funnel (lead nurturing) Website Visit Download app LEAD CONSIDERATION **Q** CUSTOMER **PURCHASE ø** <u>bottom of funnel</u> Other payment method used: Online: in-app Purchase Transfer & ATM Payment: Credit Card Indomart & Alfamart Tech.Buyer: Self Coupons / Points Online: Website Payment: Direct Debit Tech.Buyer: Wife **VIRAL** KEEP CUSTOMER



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

- Bundling (Up-Sell)
- Other services (Flights, Transportations, Coupons to Attractions & Activities)



GROW CUSTOMER: REFERRAL