



MARKETING FUNNEL CANVAS

A model describing the customer journey from awareness to purchase

BUSINESS : **APPLE**

DESIGNER : **ERIC**

PRODUCT/
SERVICE : **IPHONE X**

CUSTOMER
PERSONA : **gadget lover in
Indonesia**

top of funnel
middle of funnel (lead nurturing)
bottom of funnel (sales)

AWARENESS

PUBLIC

- Apple Keynote Event
- News Websites
- YouTube (official)
- Influencers
- Celebs

INTEREST

PROSPECT

- Website (Official)
- Google/YouTube SEO
- 3rd Party Reviews

CONSIDERATION

LEAD

- Website (Official)
- YouTube
- Reseller's Outlet (Website)

PURCHASE

CUSTOMER

- Apple Store in SG
- Resellers in Indonesia

KEEP CUSTOMER

- App Store
- Accessories
- Apple Pay
- Apple Music

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

- Apple Watch
- iPad
- Mac
- Apple TV

GROW CUSTOMER: REFERRAL

- Photos in Social Media
- Group Photos

VIRAL LOOP



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