



Why do we advertise? – Consumer Purchase Funnel

Today's consumer must be motivated to action in their purchasing decisions. Advertising is information and a part of the business process. Advertising is not a luxury. It is fundamental to growing your business.

Think about your advertising investment in the context of this Funnel.



Are you spending your advertising budget to let more potential customers know that you exist (Awareness)? Or are you trying to communicate the benefits of your product or service to your potential customers (Consideration and Preference)? At the Purchase phase of the process, often a promotion (“Mention this ad and get 15% off!”) can spur more sales activity. There are many factors involved in consumers' buying decisions, so thinking through the goals and purpose of your advertising is an important aspect to a successful and profitable advertising investment.

Developed decades ago, the **Consumer Purchase Funnel** remains a core concept to the language of Marketing. The Consumer Purchase Funnel represents the phases that a Brand must pass through from the perspective of the customer to achieve the end-goal of all marketing, the Purchase.

If a brand doesn't pass through the first 3 phases, odds are poor at achieving the Purchase phase.

Ultimately, advertising is an investment in ourselves to increase our sales. Like all investments, we should expect a return on that investment, or ROI

Talk to me to see if Connect can help to grow your business. Thank you for your interest in Connect Outdoor.



Tara Berger

Account Executive

866-998-0008

tberger@connectoutdoor.com