

# THE MID-MONTH *Magazine*

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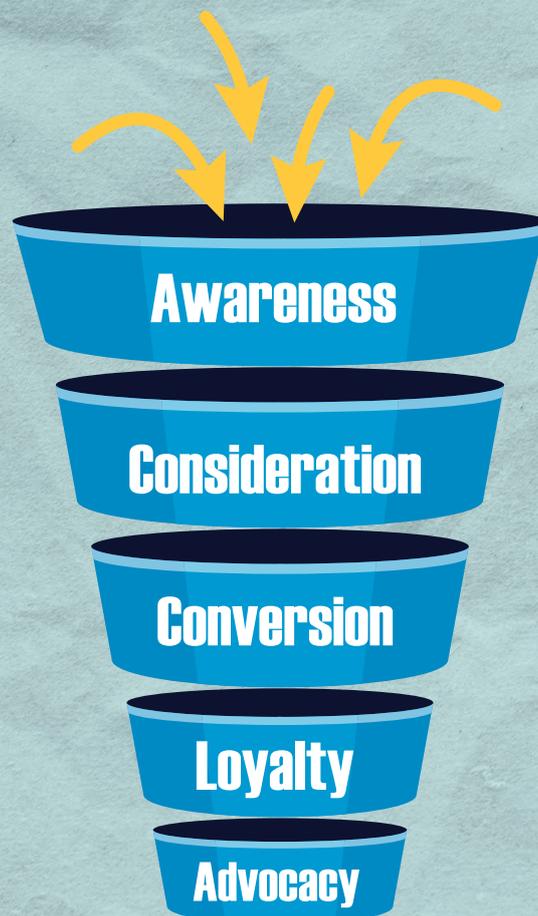


# Marketing Funnel

If you've ever read about marketing or sales, you've probably come across the term "Funnels". Don't worry, This article will go over Marketing Funnel in further detail in a very simple way!

A marketing funnel is a graph that visually represents the stages a visitor takes from first finding out about your brand until they convert to one of your loyal customers.

Since the beginning of the last century, the fundamentals of the marketing funnel have remained almost the same. Not all businesses use exactly the same model, many develop a suitable model that perfectly matches their situation. Some people choose to keep their model basic {TOFU-MOFU-BOFU} technique, which refers to the top of the funnel, middle of the funnel, and the bottom of the funnel as discrete parts. Others add two more stages which usually are: {loyalty and advocacy} in order to improve the marketing strategy.



## **Awareness**

The top of the funnel (TOFU) is where customers first become aware of your brand and engage with it. Because they may not be familiar with your product or service yet, this stage focuses on content and marketing materials that create brand awareness.

## **Consideration**

Potential clients enter the middle of the funnel (MOFU) after engaging with your brand in a significant way, like contacting you on social media platforms or signing up to your website or newsletter.

## **Conversion**

The bottom of the funnel (BOFU) is the final step before a prospective client converts. You've gained their attention, earned their trust, and established a relationship with them.

## **Loyalty**

refers to a continuing close connection for both you and your customer, expressed by a customer's readiness to interact with and frequently purchase from you instead of choosing other products or services. Loyalty is a result of a pleasant consumer experience with you, and it helps to build trust.

## **Advocacy**

Brand advocacy refers to acts made by individuals who admire your brand and consistently support it by promoting products and services to new consumers.

The problem is that **marketing funnels** do not always work like this in practice. People do not always enter a funnel at the top and move through each stage until they emerge at the bottom as new customers.

Marketing funnels are enormously useful in giving you a holistic review of your customer embedded with needed data, which is known as a marketing funnel report, that shows you where you're losing your customers, and this helps you figure out the problems that make your customers leak out from the funnel.

But keep in mind that the probability of people continuing down your funnel decreases at each stage. That's why it gets narrower going down into it and that's fine to an extent! Many people enter, exit, and circle the funnel before converting. Or they could make it all the way to the bottom of the funnel and then suddenly drop out, never to be seen or heard from again.

That's a basic review of the marketing funnel, next time you hear about it it'll never be vague again!

## References

<https://moosend.com/blog/marketing-funnel/>

<https://neilpatel.com/blog/how-marketing-funnels-work/>

<https://influencermarketinghub.com/what-are-marketing-funnels/>

<https://www.hotjar.com/blog/marketing-funnel/>



**BB insights**



**This is how we take care  
of your business**

We have already explored which social media channels you should be active on! Here at **BB Insights**, we'll reveal a strategy we utilize to make a data-driven decision about which platform to choose.

Let us explain further: we at **BB** are delighted to have clients from many Middle Eastern countries such as Qatar, Iraq, the UAE, Jordan, and more! And, in order to get the most out of our client's social media presence, we begin by reviewing statistics collected from similar target audiences, notably those provided on [datareportal.com](http://datareportal.com), in order to make confident and precise decisions.

If our client is in the UAE, **for example**, we look at the most recent report, which includes headline data for mobile phone use, internet adoption, and social media use, as well as year-on-year growth patterns.

This is not the end of the tale; it is critical to keep updated on new trends and recent events in order to adjust your strategy!

## Remember!

You can always arrange a consultation, visit our website, and schedule your free appointment as soon as possible!

Tips & Tricks

While on  
vacation



It's your time to take a vacation! Let Bussiness Box help you manage your business while on vacation!

1

Inform your customers and coworkers

2

Do your duties ahead of schedule

3

Set up an auto-responder for your accounts

4

Make emergency plans.



# Top Trends



# #SuperBowl



**Jordan**

#YetToCome  
#BTSatTheWhiteHouse  
#UCLfinal



**KSA**

#BTS\_Proof  
#YetToCome  
#UCLfinal



**UAE**

#BTS\_Proof  
#YetToCome



**QATAR**

#BTS\_Proof  
#YetToCome  
#BTSatTheWhiteHouse



15 June

# Calendar

15 July

## June

19 June

World Sickle Cell Day

20 June

World Refugee Day

21 June

International Day of Yoga

26 June

International Day against Drug Abuse and Illicit Trafficking

## July

3 July

International Plastic Bag Free Day

7 July

World Chocolate Day

9 July

Eid Al-Adha Al Mubarak

11 July

World Population Day



# BUSINESS BOX

## MIDDLE EAST



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