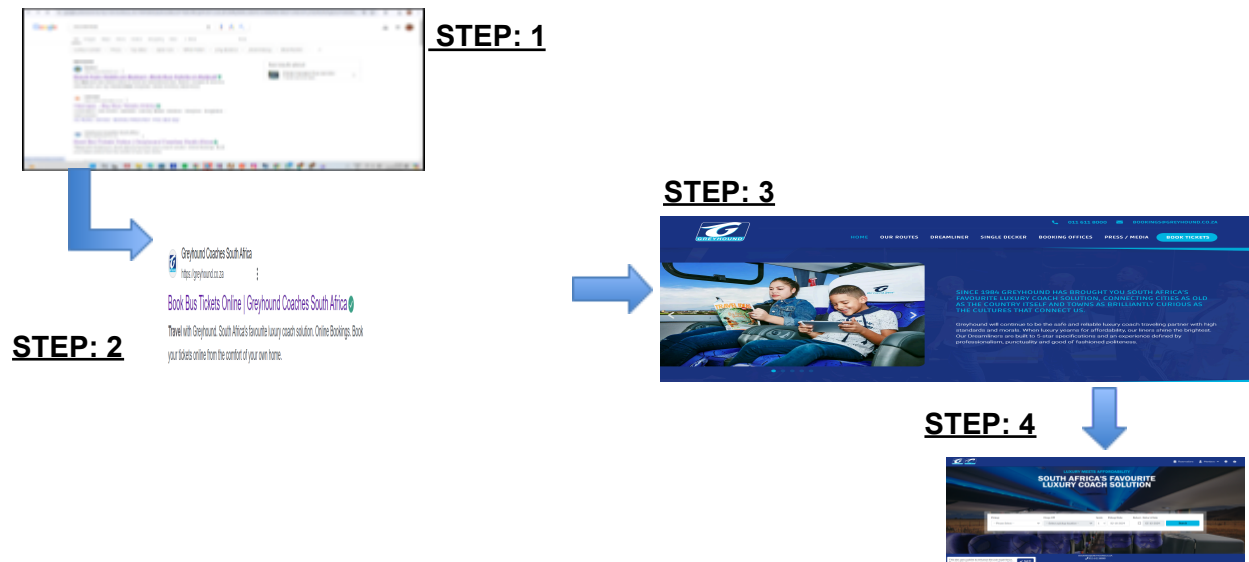


Funnels [Making it all happen]

Example of Funnel-Search

Greyhound Bus Service Company



STEP: 1

- In this step the customer searches up what product or service they need/ or can get from the internet or other search engines.
- In this step the customer is actively look for solutions to their problems to satisfy/ or meet there desires.(Active- High Intent).

STEP: 2

- The customer usually are attracted to the best results they can get from searching or looking up from the sources that standout.

STEP: 3

- The customer needs to trust the company thereby the company by providing the testimonials as a social proof.
- In this step its shows that the company is talking about its years of experience providing services through out its target market.
- Step 3 also shows us that after earn trust from the company”s page it offers a sales page leading to the last step of purchasing product/ or service.

STEP: 4

- This step shows us how the market is dominated, and at this point the customer satisfy their desires or needs and wants solving their problems.