

The funnel stage key points are ...

Top of Funnel focuses on the awareness stage, it means that your existing customers are aware of the new product development for home by which they try to search it on the internet to see the availability. Here the researcher was able to identify the number of visits on different websites as well as the most search keywords that lead them to more data collection and organize it in a systematic way.

The Middle Part is a part where consumers' considerations are highly impacted by the quality, price and availability of product. The marketer usually sends a sample product design with complete details through sending an automatic email once you have responded on their website through visit inquiry. This is the start of the targeting process by sending useful information about their offerings and how prospect customers can avail it.

Bottom part is the best part where you have already captured the interest of customers and positively influence them to buy your product. This leads to positive feedback and excellent reviews on the internet by which there is a possibility of gaining more guests.

TOP FUNNEL - AWARENESS

The seed keywords here can be something about “designs”, “color” or can be “floor”.

This is usually the most common search that pops up on the internet as customers want to have a wider source of ideas in terms of flooring their home. They don't really focus on one design because in the remodeling process they are after classic or sophisticated designs. Some homeowners match it to the wall color or ceiling and furniture. The type of flooring has a wide range of options that's why the consumers are very conscious in choosing the best one.

MIDDLE FUNNEL - CONSIDERATION

The seed keywords here can be about “store”, “home depot” or an “online shop”.

Every online visit is counted, the marketers have a high response on this because every guest that continuously clicks on different websites can be a future customer. It means that they are looking for something and they need more details. Consumers do not stick into one store, they check other offerings through websites reviews, feedback and referrals. That's why it is important that in this stage every business should have satisfied their customers to gain more.

BOTTOM FUNNEL - PURCHASING

The seed keywords here can be about “best seller”, “affordable” or can be “cheapest” and “customer choice”.

This is the segment where customers based their buying decision after reading different comments and reviews. This is the experience of satisfied customers that already availed the products for their home. It has an impact to them as they can have a background about important details of their chosen designs, color, price and quality. Here the target customer can either buy or shift to other shops, you can make him purchase depending on the business technique in selling and encouragement through positive ratings as well as the performance of the store.