

The Funnel

Marketing

The stages from unaware to advocate, and where effort belongs.

Stage, aim and typical measure.

Stage	Aim	Measure
Awareness	Be known at all	Reach, brand search
Interest	Be considered	Engagement, return visits
Evaluation	Be preferred	Comparison, trial
Purchase	Convert	Conversion rate
Retention	Keep	Repeat rate, churn
Advocacy	Be recommended	Referral, reviews

Most budgets over-invest at purchase, where demand already exists, and under-invest at awareness, which creates it.