

How Modern Brands Grow

The Brand Funnel — from first impression to lifelong advocate

LESSON GOAL

By the end of this module, you will understand how the classic brand funnel works and its real limitations, how modern digital funnels operate across multiple touchpoints, why different industries create completely different funnels, and how to measure performance at every stage.

CLASSIC FUNNEL

DIGITAL FUNNEL

INDUSTRY ARCHETYPES

FUNNEL METRICS

CUSTOMER JOURNEY

Parts 1 & 2 — The Funnels

- The classic 5-stage brand funnel
- Its real limitations in today's world
- How the digital funnel differs
- The Advocacy loop — strongest growth engine

Parts 3–5 — Strategy & Measurement

- Why different industries create different funnels
- The modern multi-touchpoint customer journey
- Matching the right metrics to the right stage
- Why not every campaign should optimise for sales

The strongest brands don't just
acquire customers.
They create **advocates** who bring in new ones.

The core insight of Module 2A

Connects Module 1A

Your Business Model Canvas defines which funnel stages matter most — and which channels you own at each one

Connects Module 1B

Your Value Proposition is the message that moves customers from Awareness through to Advocacy at every stage

The Classic Brand Funnel

A proven strategic framework — and its real limitations

The traditional brand funnel describes the journey a customer takes from first becoming aware of a brand to making a purchase — and beyond. Despite being decades old, it remains one of the most useful strategic frameworks in marketing, as long as we understand its limits and adapt it.



Awareness	Customer becomes aware the brand exists — often through ads, social media, or word-of-mouth	Goal: Visibility & Recognition
Consideration	Customer evaluates and actively compares options — reading reviews, visiting websites	Goal: Interest & Trust
Intent	Customer develops strong purchase intention — requesting demos, adding to cart, asking questions	Goal: Reduce Hesitation
Purchase	The actual transaction — the moment the customer commits and converts	Goal: Frictionless Conversion
Loyalty	Customer continues choosing the brand — repeat purchases, deeper relationship	Goal: Retention & Growth

REALITY CHECK

The Classic Funnel Has Limitations

What It Gets Wrong

- It is not linear — customers jump stages or go backwards
- Customers can skip stages entirely (impulse buys)
- Assumes a single, solitary journey — in reality, many touchpoints influence decisions
- Doesn't fully reflect today's digital, multi-device reality

Why It Still Matters

- Provides a shared strategic language across teams
- Helps assign the right goals to the right campaigns
- Prevents businesses from only investing at one stage
- Forms the foundation for all modern funnel thinking

THE VERDICT

Despite its flaws, the funnel remains an essential strategic framework — as long as we adapt it to the digital reality and treat it as a guide, not a rigid rule.

The Modern Digital Brand Funnel

More dynamic, more measurable — and it loops back on itself

In the digital era, the funnel becomes more dynamic, measurable, and multi-directional. The biggest evolution: the journey no longer ends at Purchase or even Loyalty. The most powerful stage — Advocacy — feeds directly back to Awareness, creating a self-reinforcing growth loop that the best brands deliberately engineer.



MY NOTES

Funnel Stages & Industry Archetypes

Every stage has a different goal — and every industry has a different funnel

COMPLETE REFERENCE

All 6 Funnel Stages — Goals, State, Metrics

Stage	Customer State	Business Goal	Key Digital Metrics & Touchpoints
Awareness	Learns the brand exists	Visibility & Recognition	Reach, Impressions, Video Views, New Users, Branded Search
Consideration	Actively evaluates the brand	Interest & Trust	Time on Site, Returning Users, Engagements, Reviews, Newsletter Sign-ups
Intent / Trial	Shows clear buying interest	Reduce Hesitation	Lead Forms, Add-to-Cart, Demo Requests, Consultations, Samples
Purchase	Completes first transaction	Frictionless Conversion	Conversion Rate, CPA, Revenue, ROAS
Loyalty	Continues choosing the brand	Retention & Relationship	Repeat Purchases, Retention Rate, Customer Lifetime Value
Advocacy	Actively promotes the brand	Organic Growth	Reviews, Referrals, User-Generated Content, Recommendations

PART 3

Different Industries — Different Funnels

Not every business has the same journey, funnel length, or trust requirements. **The more expensive, risky, or emotionally important the purchase, the longer and more complex the customer journey becomes.**

Archetype	Risk Level	Funnel Length	Digital Importance	Primary Digital Focus
Low-Risk / Impulse	Very Low	Very Short	Medium	Visibility, Frequency, Convenience
Habit / Repeat	Low	Short-Medium	High	Convenience, Loyalty Programs
Considered Purchase	Medium	Medium	Very High	Social Proof, Comparisons, Reviews
High-Risk / High Involvement	High	Long & Complex	Critical	Trust, Authority, Educational Content, Proof

Low-Risk Example

Snacks or impulse fashion: **Awareness → Quick decision → Purchase** — often completed in a single session or even a single scroll.

High-Risk Example

Kitchen renovation or legal services: **Awareness → Deep research → Multiple visits → Consultations → Comparison → Purchase → Loyalty**

Touchpoints & Measuring Funnel Performance

Customers experience brands — not channels. Measure what matters at each stage.

PART 4 — THE MODERN CUSTOMER JOURNEY

A Typical Multi-Touchpoint Path to Purchase

Modern customers rarely buy after a single touchpoint. The same person might encounter your brand across 7 or more separate moments — across days or weeks — before converting.

- 1 **Discover** the brand on Instagram — first impression, scroll past
- 2 **Search** for it on Google — now actively curious
- 3 **Read reviews** on Google and Trustpilot — building trust
- 4 **Watch a YouTube video** — deeper evaluation begins
- 5 **Visit the website** multiple times — comparing, reading
- 6 **Retargeted by ads** — brand stays top of mind
- 7 **Signs up for newsletter** — receives an offer or content
- 8 **Converts** — days or weeks after first discovery

The Most Important Line in This Module: Customers do not experience marketing in channels. They experience brands across connected moments. Your job is to show up consistently and compellingly at every one.

PART 5 — FUNNEL METRICS

Measure What Matters at Each Stage

AWARENESS

Reach · Impressions · Video Views · New Users · Branded Search Volume

CONSIDERATION

Time on Site · Returning Users · Engagements · Reviews Read · Newsletter Sign-ups

CONVERSION

Leads · Sales · Conversion Rate · Cost per Acquisition (CPA) · ROAS

LOYALTY & ADVOCACY

Repeat Purchases · Retention Rate · Referrals · Lifetime Value · Net Promoter Score

KEY INSIGHT

Not every campaign should optimise for immediate sales. A campaign targeting Awareness success is Reach and new audiences — not conversions. Measuring the wrong metric at the wrong stage is one of the most common and costly mistakes in digital marketing.

Key Takeaways

What to remember — and your fillable Funnel Planner is on the next page

MODULE 2A — CORE LESSONS

- * The classic funnel is a useful framework — but customers are not linear, and neither should your strategy be
- * The modern digital funnel adds Advocacy as a stage that loops back to Awareness — creating compounding growth
- * Different industries have completely different funnels — the higher the risk, the longer and more complex the journey
- * Modern customers experience 7 or more touchpoints before converting — consistency across all of them is essential
- * Customers do not experience marketing in channels — they experience brands across connected moments
- * Every funnel stage needs its own goal and its own metrics — never measure Awareness campaigns by conversion rate
- * The strongest brands don't just acquire customers — they engineer Advocacy that brings in new ones organically

Reflection Questions

- Which funnel stage is your business currently strongest at?
- Where do you lose most customers — and why?
- Are you measuring the right things at each stage?
- Does your business have an Advocacy strategy — or just a sales one?

Your Industry Archetype

- Which archetype fits your business best?
- How long is your real customer journey?
- How many touchpoints does your customer typically need?
- Where does trust get built — and where does it break?

MY REFLECTIONS & ACTION POINTS

Up Next — Module 2B: Brand Archetypes. We go deep on the 12 archetypal brand personalities, how to identify which one fits your business, and how the world's strongest brands use archetype thinking to build instant recognition and emotional loyalty.

STAGE	WHAT WE DO HERE	OUR METRICS & KPIS
<p>Awareness</p>	<p>What we do to create Awareness</p>	<p>Awareness Metrics & KPIS</p>
<p>Consideration</p>	<p>How we build Interest & Trust</p>	<p>Consideration Metrics & KPIS</p>
<p>Intent / Trial</p>	<p>How we reduce hesitation</p>	<p>Intent Metrics & KPIS</p>
<p>Purchase</p>	<p>How we make conversion frictionless</p>	<p>Conversion Metrics & KPIS</p>
<p>Loyalty</p>	<p>How we retain and deepen the relationship</p>	<p>Loyalty Metrics & KPIS</p>
<p>Advocacy</p>	<p>How we turn customers into advocates</p>	<p>Advocacy Metrics & KPIS</p>

The strongest brands engineer every stage — not just the sale.

Advocacy feeds back to Awareness.