



# Thomas Koch

Digital-Out-of-Home im Marketing Funnel: Jetzt funnelt's!

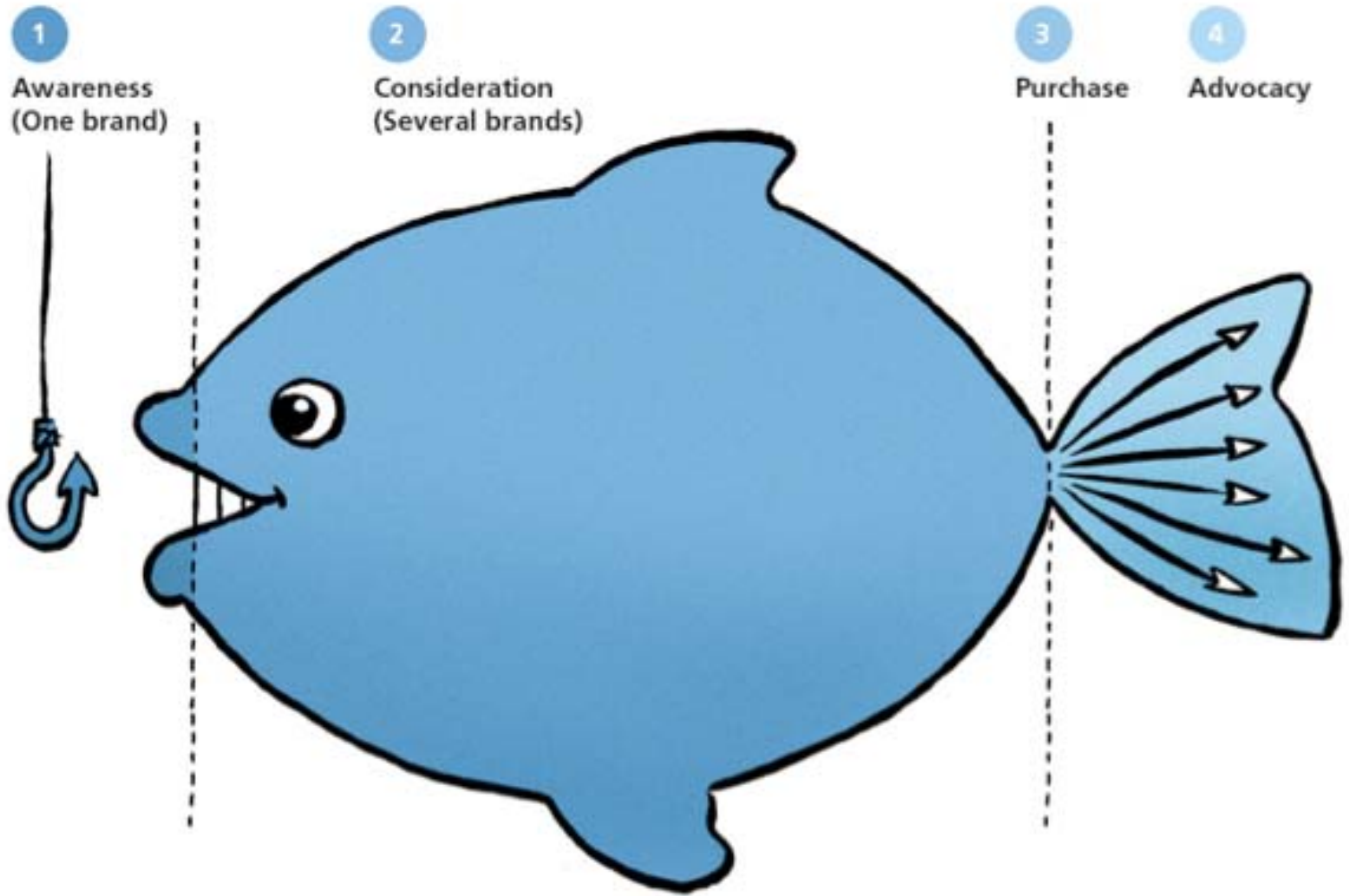
Hamburg, 23. März 2017













# INBOUND MARKETING FUNNEL

for  
PROFESSIONAL SERVICES



*Great content till the very last drop!*

**1 CONTEXT**  
Generate target traffic.

- organic search
- social media
- ppc advertising

**2 CONVERSATION**  
Captivate with rich content that makes a human connection.

- video, blog posts, website

Offer valuable advanced content.

- case studies, whitepapers
- "how-to" guides, checklists

**3 CONNECTION**  
Create a connection.

- calls-to-action
- landing pages

Nurture prospective clients

- targeted email campaigns

**4 COMMUNITY**  
Capture the opportunity and build a community

- proposal
- interview, presentation, demo

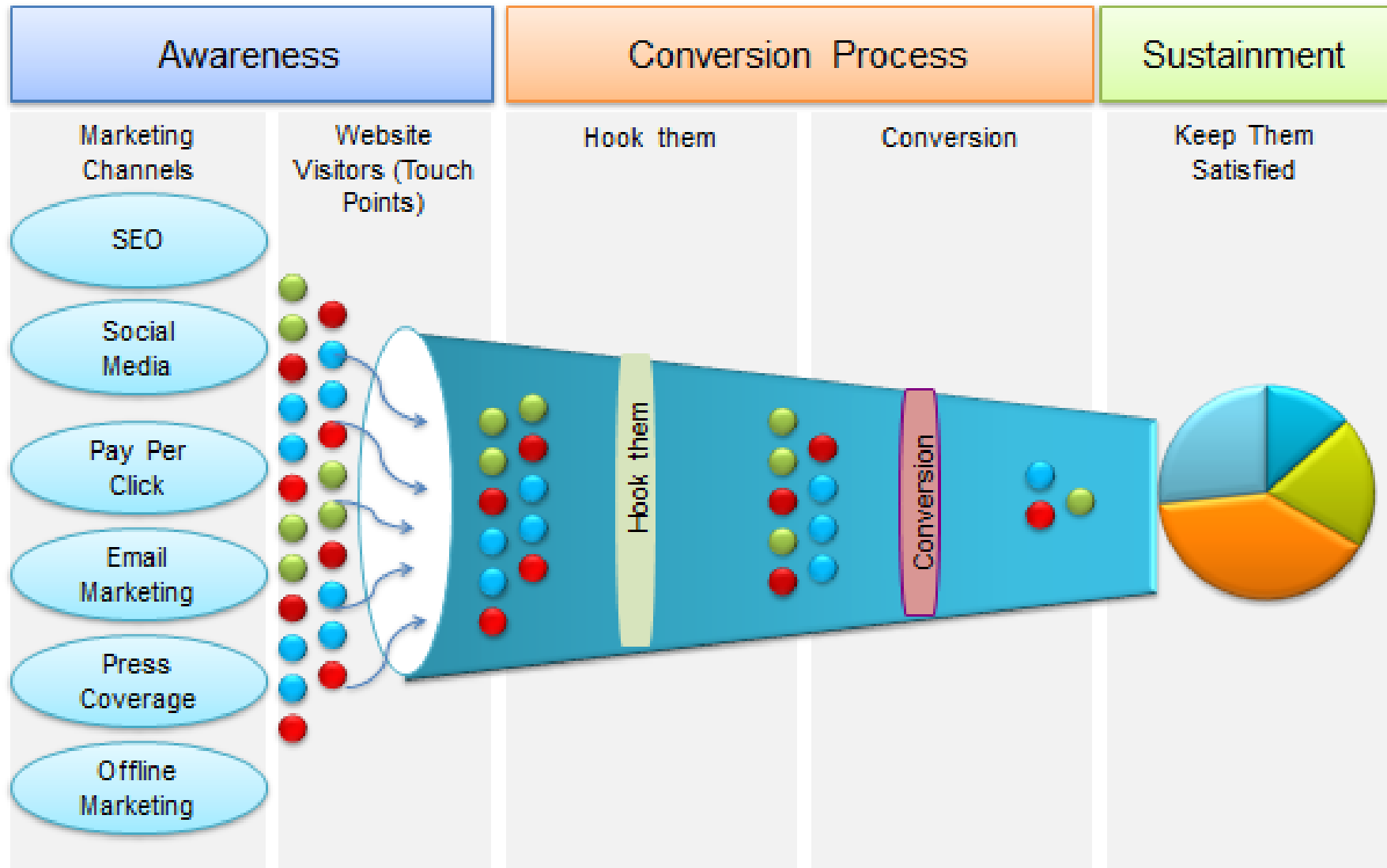




# 7 Phases of the Hourglass

- Know**  
Your ads, articles, and referred leads
- Like**  
Your web site, reception, and email newsletter
- Trust**  
Your content, social media participation, white papers, and sales presentations
- Try**  
Seminar, evaluations, audit, and nurturing activities
- Buy**  
Fulfillment, new customer orientation, delivery, and transaction processes
- Repeat**  
Post customer survey, cross sell presentations, and quarterly events
- Refer**  
Results reviews, partner introductions, peer 2 peer webinars, and community building





# How **effectively** are you moving clients down your marketing funnel?

Clear planning and direction from an **experienced professional** is available to help you create sales.



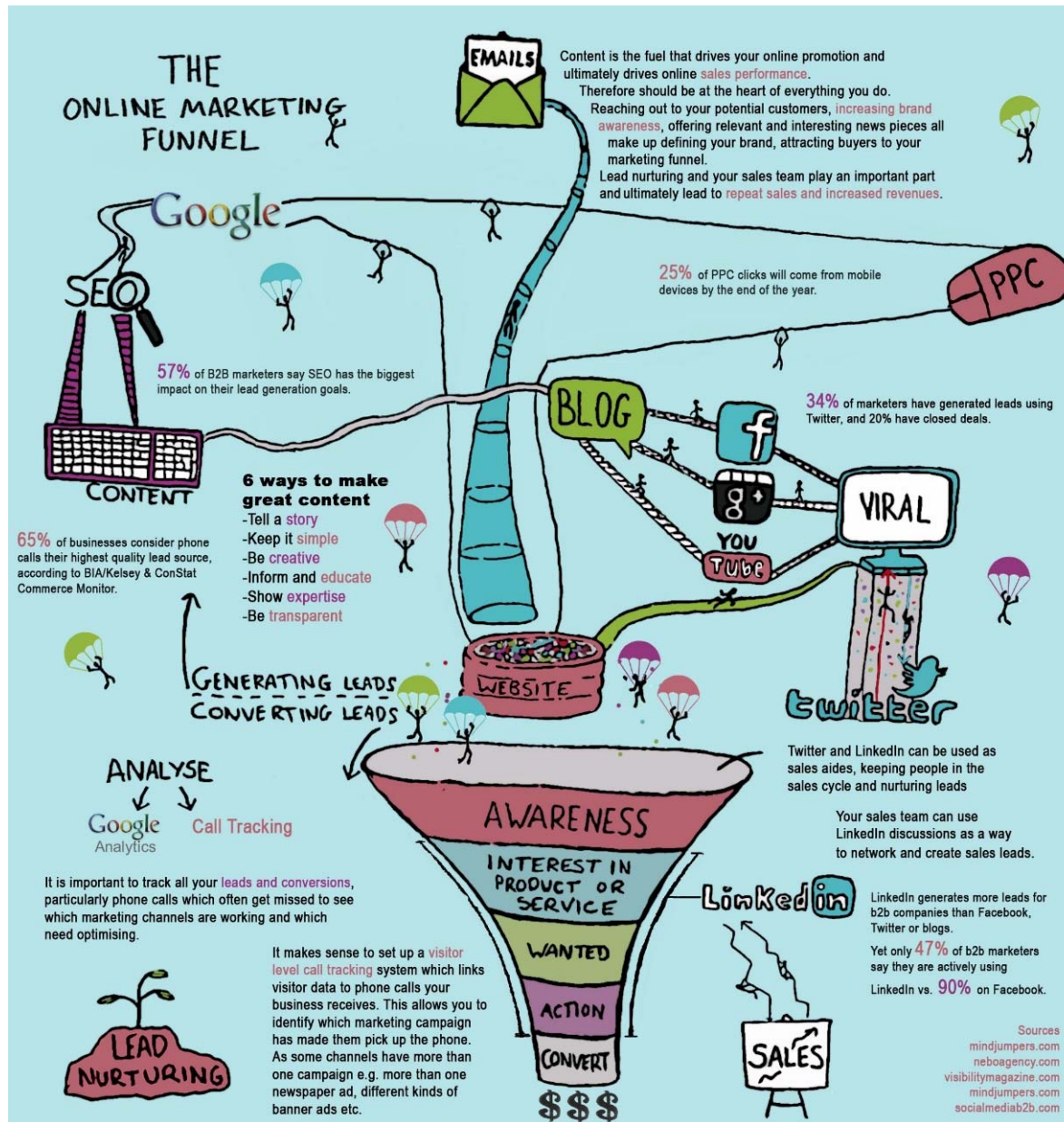
**FREE ONE HOUR MARKETING PLANNING SESSION AVAILABLE.**

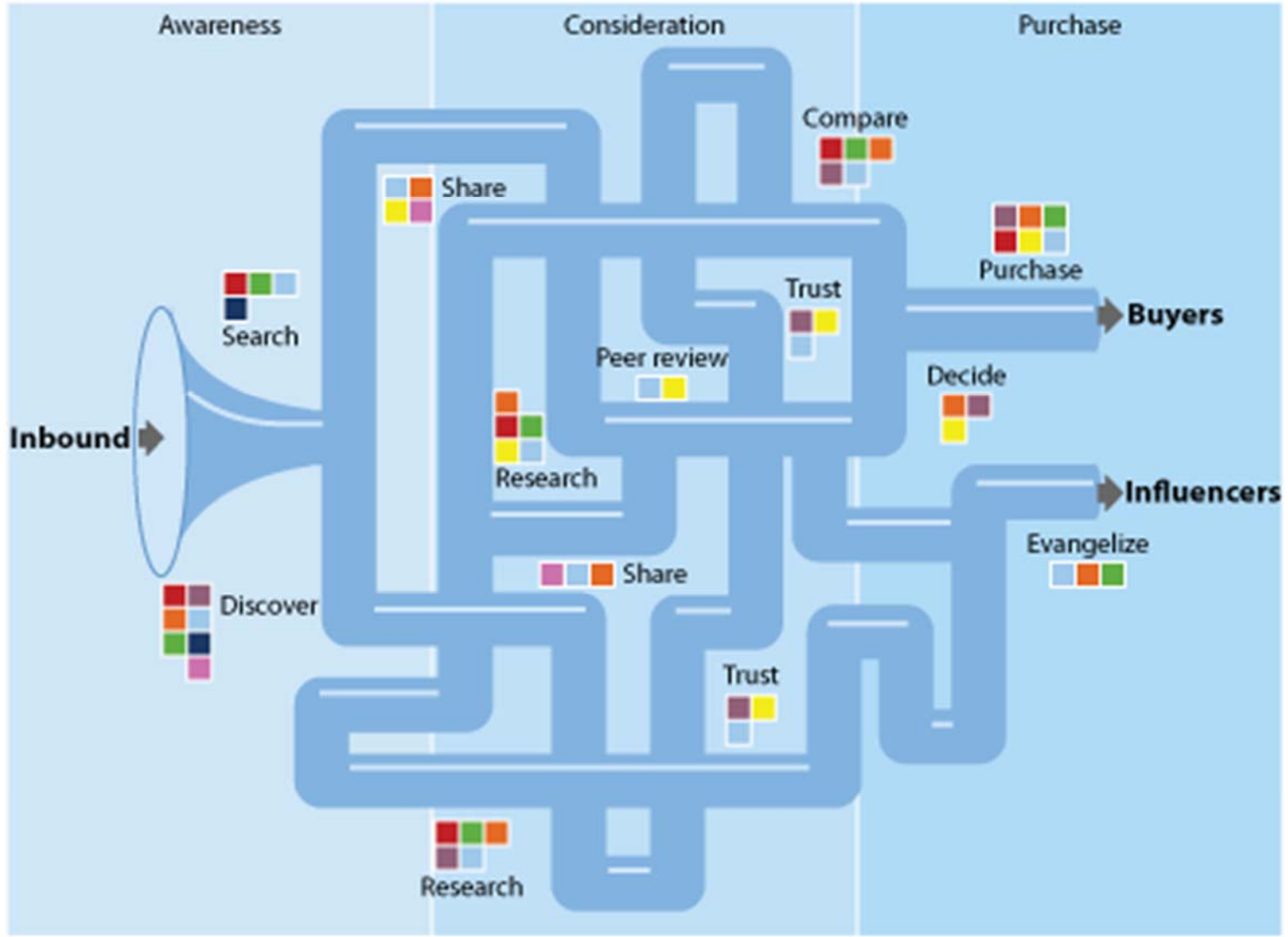
Simply email [hello@dpmarketingcommunications.com](mailto:hello@dpmarketingcommunications.com) or inbox us on social media quoting **FREEPLAN17** to receive yours!

DP Marketing Communications are a creative marketing consultancy supporting start ups and small to medium sized businesses in Northamptonshire and beyond! We offer a marketing agency experience...**without the marketing agency price tag.**

**Design - Print - Marketing - Video Marketing - Website Development - Events**



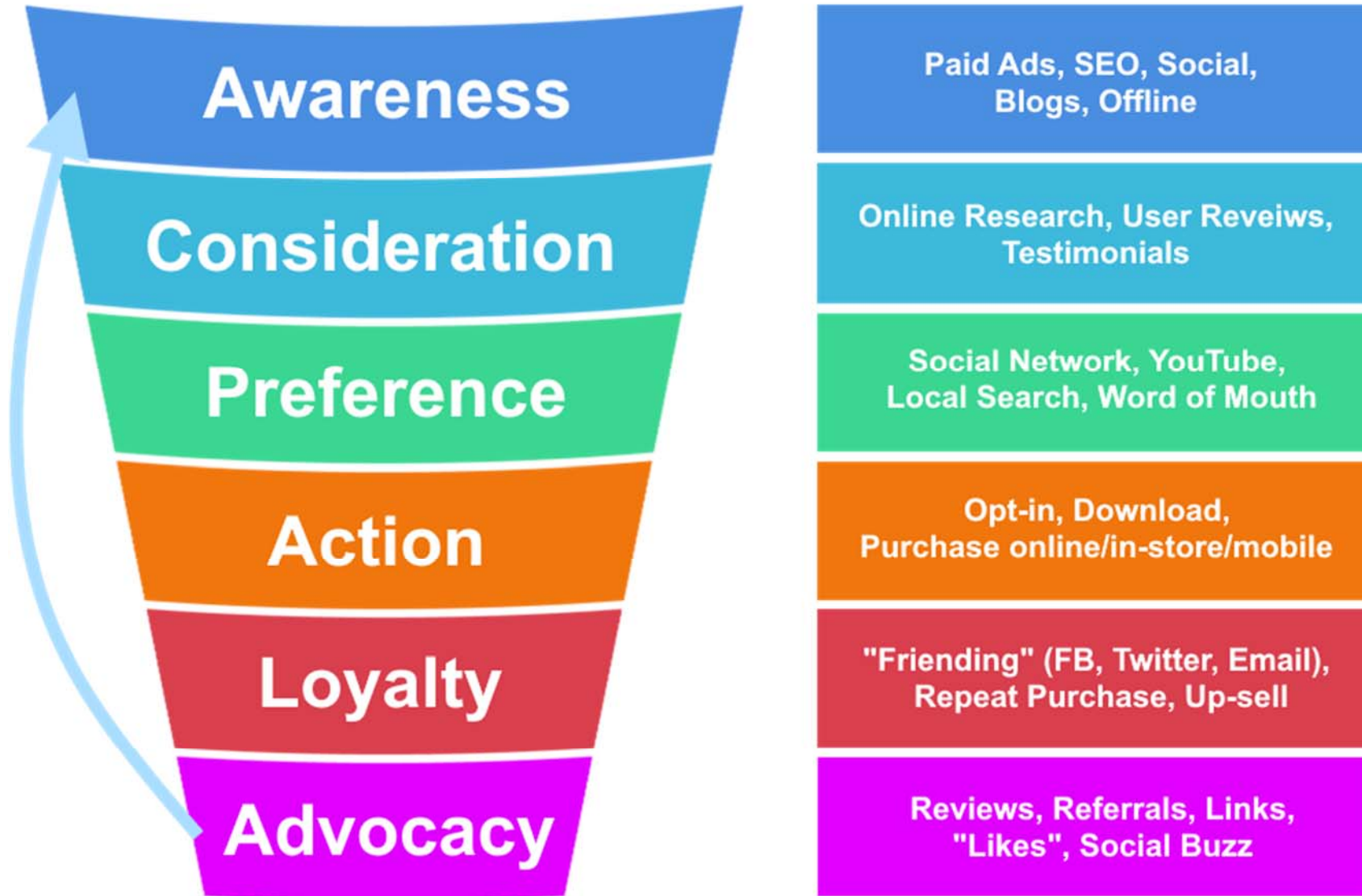




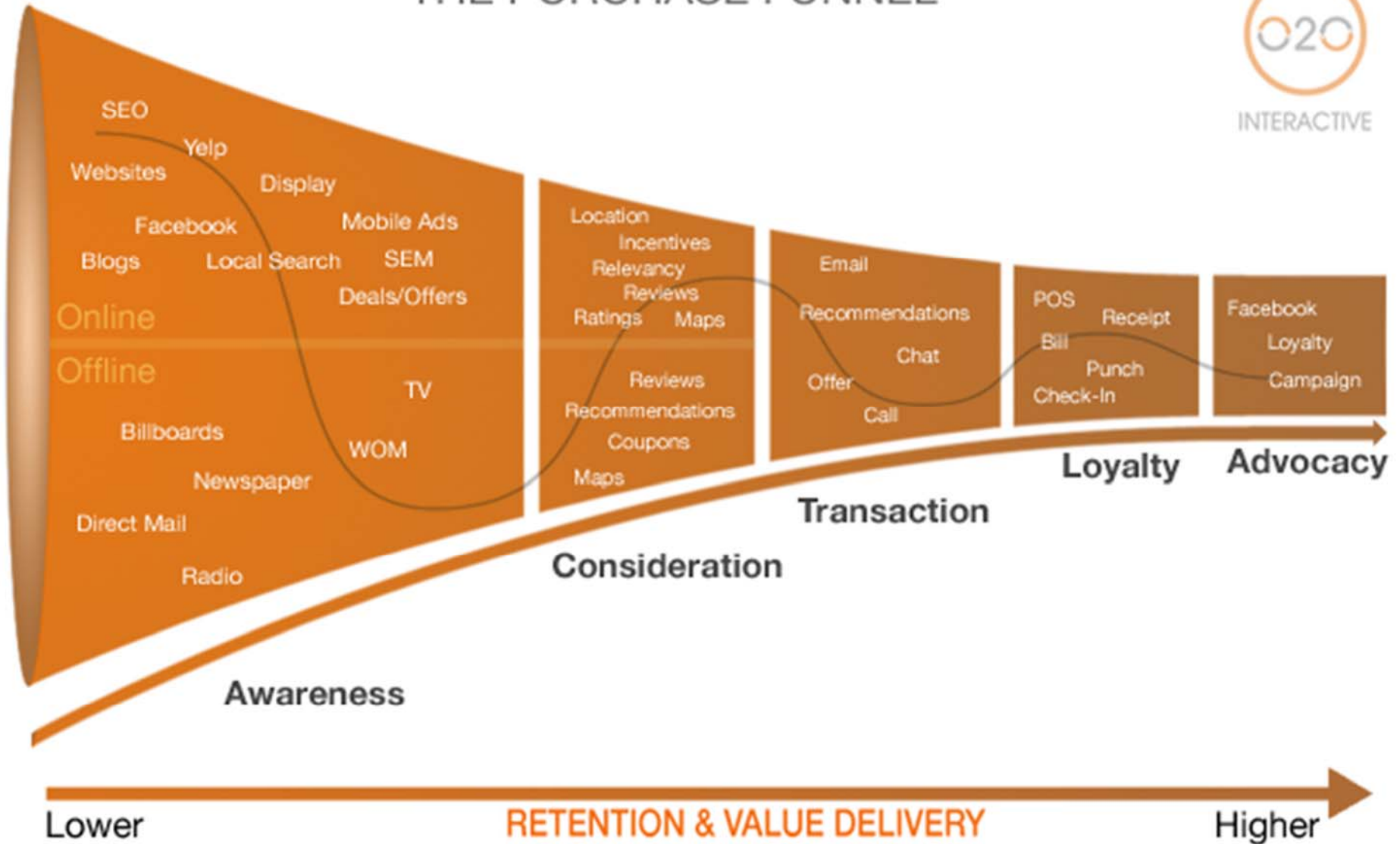
■ Web 
 ■ Company website 
 ■ Events 
 ■ Sales 
 ■ Peers 
 ■ Social 
 ■ Email 
 ■ Digital







# THE PURCHASE FUNNEL



### TRADITIONAL

Television, broadcast, 1-way

Radio/print, promotional

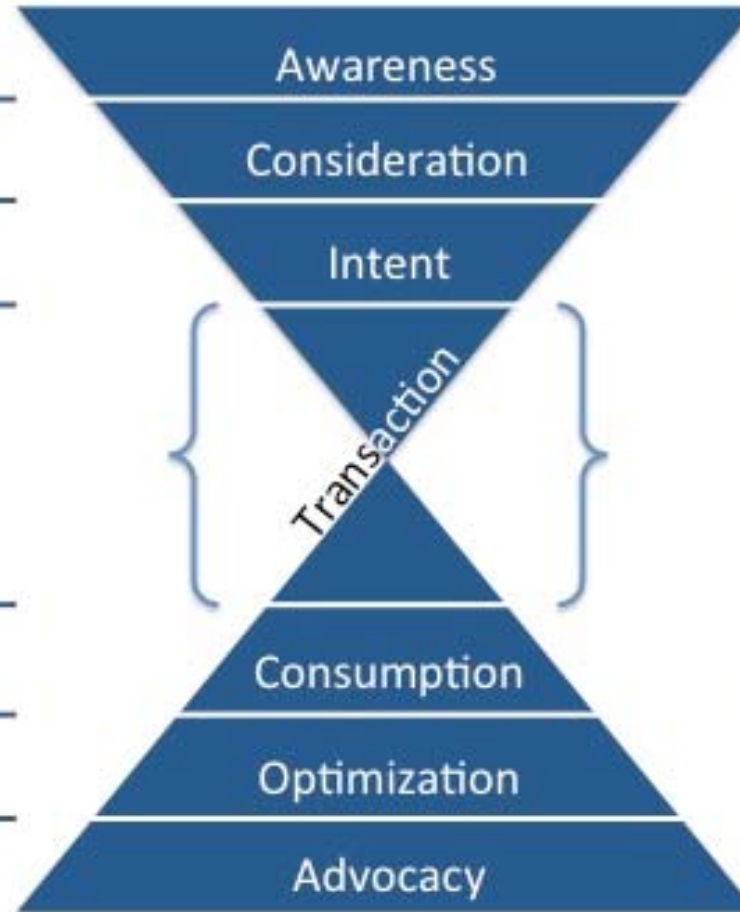
Sales person, POS, upsell

Cash register: cashier, POS

Consumer only experience

Consumer & offline community

Offline



### MARKETING REVOLUTION

PR, event, experiential, media

QR code, augmented reality

WOM, social referral

Geolocation, shared experience

Social experience, photo sharing, value add

WOM, shared experience, social recommendations

Blog, social profiles

Judi Samuels

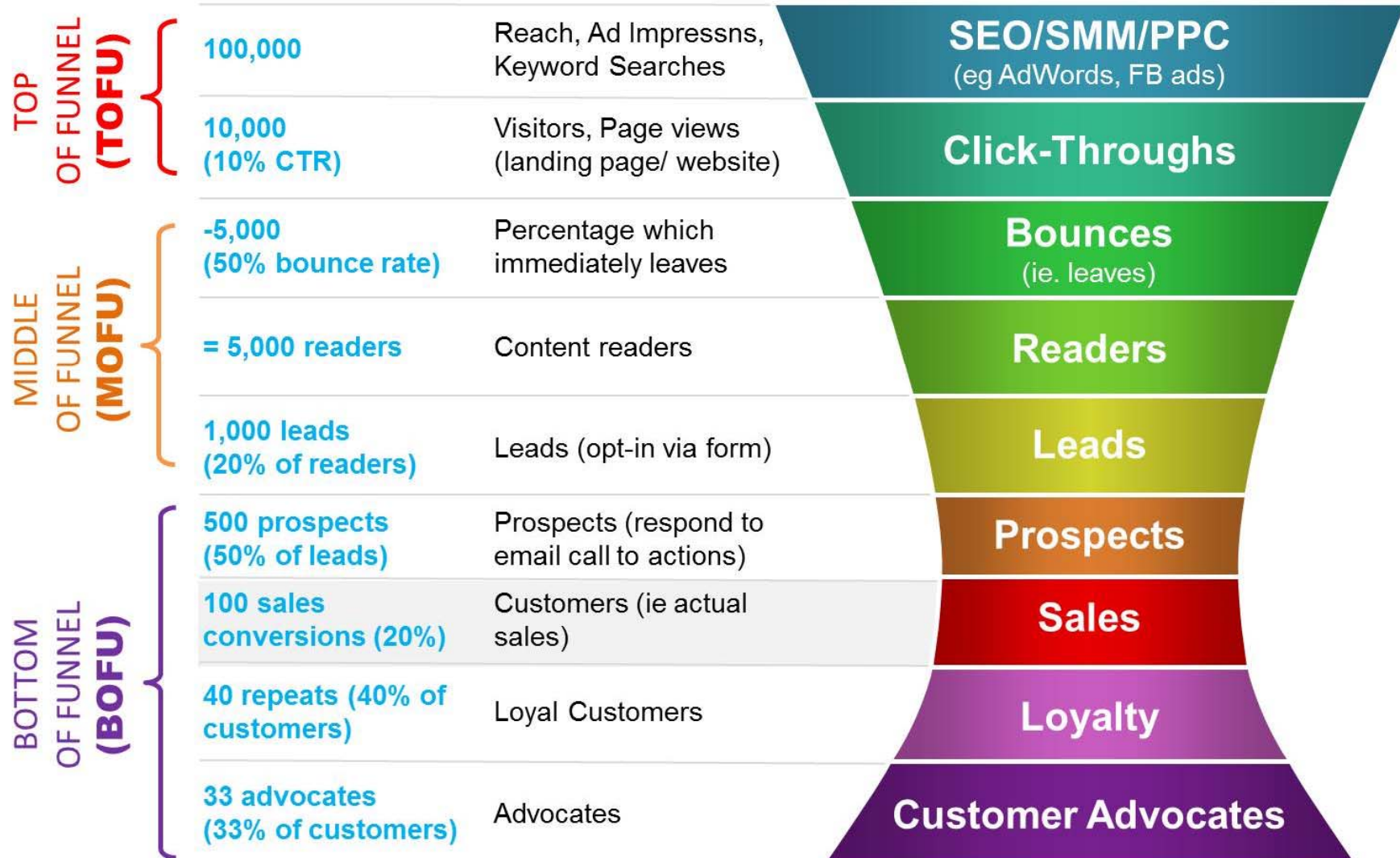
[www.thelemontwist.wordpress.com](http://www.thelemontwist.wordpress.com)



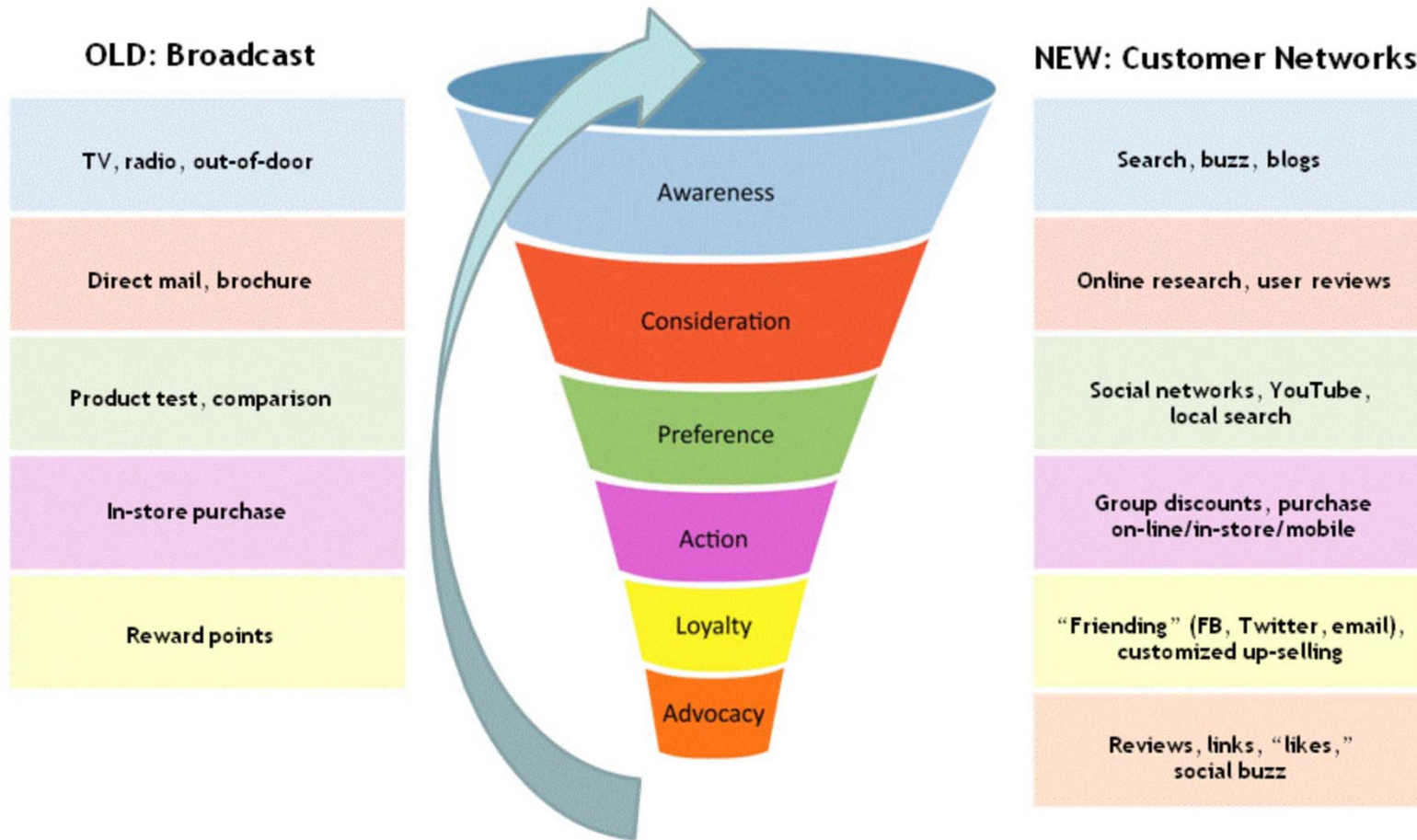
## The Consumer Purchase Funnel



# Digital Marketing Funnel (Analytics)



# Rethinking the Marketing Funnel



From "The Network Is Your Customer," by David Rogers  
(Yale University Press, 2011) [www.davidrogers.biz](http://www.davidrogers.biz)





Digital Media Institute

Maximilianstrasse 13  
80539 München

Fon: +49 (0) 89 / 76 70 28 50

Fax: +49 (0) 89 / 76 70 28 49

[info@dmi-org.com](mailto:info@dmi-org.com)

[www.dmi-org.com](http://www.dmi-org.com)

**VIELEN DANK FÜR IHRE  
AUFMERKSAMKEIT !**

