

# THE CONVERSION FUNNEL

In this example John Smith is a Contractor who remodels homes.

LEVEL OF EFFORT

M  
A  
R  
K  
E  
T  
I  
N  
G

S  
A  
L  
E  
S

## STATUS

Cold Contacts

Marketing Qualified Lead (MQL)

Sales Qualified Lead (SQL)

Sales Opportunity

Closing the Sale

## GOAL

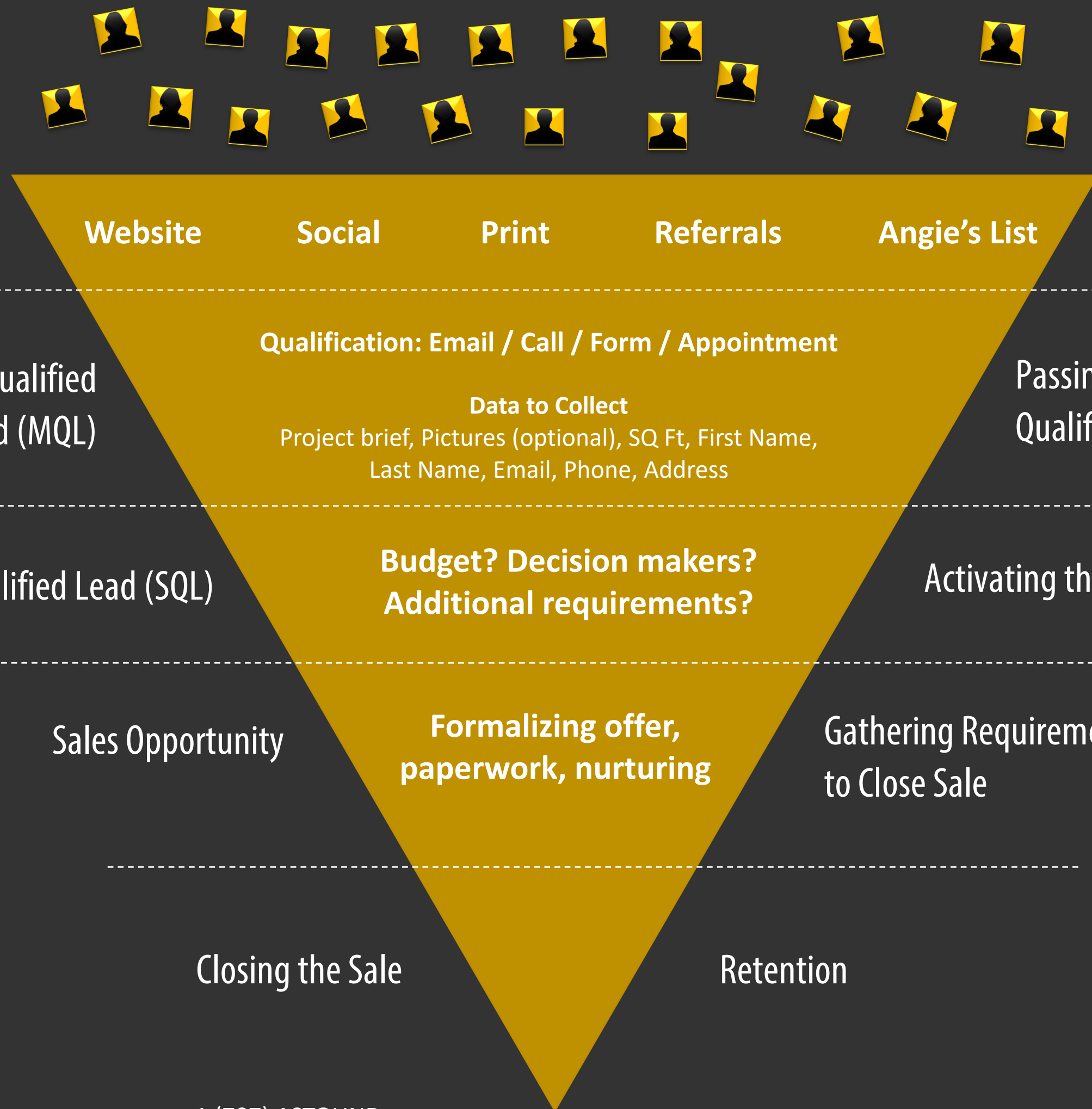
Creating Awareness

Passing to Sales for Qualification

Activating the Sales Cycle

Gathering Requirements to Close Sale

Retention



STRATEGY

+



TECHNOLOGY

=



OPERATIONS

=



MARKETING

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