

# Optimising your marketing funnel – a checklist



Are you putting your best foot forward when it comes to your marketing funnel? Complete this checklist and find out.



## 1. Awareness

I have a detailed persona for each of our target audiences.

My website delivers a good user experience.

I do not immediately try to sell to people who are just discovering the brand.

I have set up necessary tags and pixels on our website.

I am using marketing channels that are relevant to the target audience.



## 2. Consideration

Content and creative is consistent with the awareness stage marketing activity.

All campaign landing pages are optimised.

All contact forms are straightforward and only contain necessary fields.

People are being provided content that helps them evaluate and make an informed decision.

I am utilising retargeting methods.



## 3. Conversion

All online conversion experiences are mobile-friendly.

The conversion process is easy and straightforward.

All sales collateral and functional documentation is up to date.

There are processes in place that allow us to test, monitor, optimise flows at speed.



## 4. Loyalty

Communications with customers are maintained after the first purchase.

I encourage and reward customer loyalty and brand advocacy.

I regularly seek customer feedback.

Customer service is a top priority for all team members.

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