**B2C Sales/Marketing Funnel (Digital)**

| **Awareness***Add your thoughts here.* |
| --- |
| **Interest***Add your thoughts here.* |
| **Consideration***Add your thoughts here.* |
| **Intent***Add your thoughts here.* |
| **Evaluation***Add your thoughts here.* |
| **Purchase***Add your thoughts here.* |

| **My next steps are . . .** |
| --- |

**B2B Sales/Marketing Funnel**



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| **My next steps are . . .** |
| --- |

**While there are many marketing actions you can take, improving sales funnel activities comes through the 5Ps**

