The OG Funnel

Awareness of Your Business

Interested of Your Business

Engaged in Conversation with Your Business

Purchasing from You



The OG Funnel

Awareness of Your Business

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Purchasing from You

Consumer Behavior On Main Street

Walking down main street to find a solution to a problem

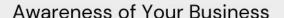
Looking at the display to evaluate your solutions

Talking to sales rep to give value & product test

Walking to the counter, waiting in line, purchasing, leaving store



The Internet Funnel



The Marketing / Sales Line



Interested of Your Business

Engaged in Conversation with Your Business

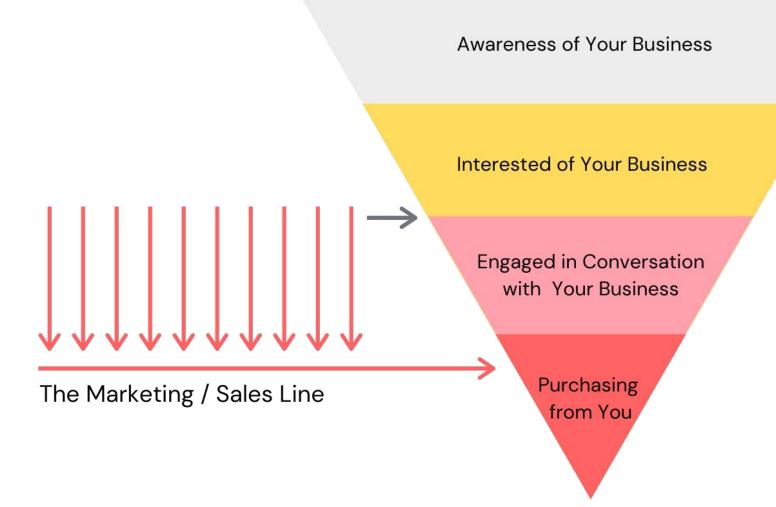
Purchasing from You

The Marketing / Sales Line Moves Down

- Online carts
- Price comparison
- Online coupons



The Quarantine Funnel



The Line Moves Down Further

- Live chat / chat bot expected
- Shipment updates (auto)
- Real-time support
- Everyone ships everything
- Self-Service with technology



