



# **FULL-FUNNEL MARKETING FOR ECOMMERCE:**

Why It's Critical To Map Your Ads to Your Sales Funnel

# A Brief Introduction to Full-Funnel Marketing

Wondering what the importance of full-funnel marketing is? We're glad you asked!

Full-funnel marketing is an approach that focuses on the importance of addressing the specific needs that a customer has at each phase of considering, purchasing and ideally, re-purchasing. These phases make up your sales funnel and although each customer's journey is different, you can generally break the funnel down into three stages: Attract, Convert and Re-Engage.

For your sales funnel to be as efficient as possible, you need to make it targeted and most importantly, automated. Customers have different needs at different stages of the funnel, and it's important to target your ads accordingly to grow your business.

To get you started, we've outlined the top ad campaign types you need to snag customers at each stage of your sales funnel:

## STAGE 1 | ATTRACT:

Concentrated on driving new visitors to your store.



## STAGE 2 | CONVERT:

Designed to bring past visitors back to your store to help close the sale and convert them into customers.



## STAGE 3 | RE-ENGAGE:

Entirely focused on repeat customers and retention. This stage assists you in keeping products and brand top of mind.



Let's dive into why these three phases make a trifecta for return on ad spend.



### STAGE 1: ATTRACT

The Attract stage of a sales funnel is one of the most critical. Without this stage, nobody knows your company exists, and it's next to impossible to land new customers.

According to [TeamWave](#), the first viable vendor to reach a decision maker has a massive 74% chance of making a sale, if they present the information the right way.

To activate the Attract stage you need to run a series of prospecting ads. Prospecting helps attract new audiences who are likely to convert and become customers. By targeting profiles similar to those of your existing customers, prospecting automates new customer acquisition. Also called lookalike audiences, similar audiences, or audience modeling, prospecting is the first step in a full-funnel marketing strategy.

During this phase, the most effective prospecting ads you can use include the following:

- **Top Customer Lookalike.** Top customer lookalike ads target audiences similar to your best customers to drive new ecommerce traffic.
- **Website Visitor Lookalike.** Website visitor lookalike ads target audiences similar to your site visitors to drive new traffic and promote ecommerce sales.
- **Targeted Audience.** Targeted audience ads segment audiences based on demographics, interests, and behaviors online. This helps encourage high-quality website visitors and higher ecommerce growth.

Prospecting campaigns are powered by large, robust data sets of customer intent. Gathered from online publishers, social media networks, or advertiser sites, these data sets are analyzed to identify potential customers who are likely to engage with your ecommerce store.

So many people concentrate their efforts on re-engagement and retargeting ads, but you need to bring in prospective customers and spark interest before there's even anyone to retarget to! Right? That's why Prospecting is so important. Prospecting finds and brings in new customers for you to surprise and delight.

#### Metrics That Matters:

- ✓ Unique Visitors
- ✓ Click Through Rate



### STAGE 2: CONVERT

The Convert stage is where you take interested prospects and transform them into customers. It's what earns you sales and, ultimately, keeps your business afloat. How well you convert customers during this phase has a direct and pronounced impact on your ecommerce sales and bottom line.

This stage is made up entirely of retargeting ads.

Retargeting ads convert window-shoppers into buyers. Generally 2% of shoppers convert on the first visit to an online store. Retargeting brings back the other 98%. Retargeting works by keeping track of people who visit your site and displaying your retargeting ads to them as they visit other sites online.

During the Convert phase, the most effective retargeting ads you can use include the following:

- **Dynamic Product.** Dynamic product ads create a carousel ad that shows potential customers products they have already viewed, but not purchased. It's helpful for promoting re-engagement or coaxing that on-the-edge customer into a purchase. After all, they know they want that product, sometimes they just need a little reminder.
- **Website Visitors.** Website visitors ads target anybody who's visited your page, regardless of where they bounced. This can help customers keep your brand fresh in their mind and come back to you when they need a product, good, or service.

- **Abandoned Carts.** Target all of the customers who left the site before they finished making a purchase. Ideal for decreasing your abandoned cart rate and driving more ecommerce sales, these ads are a safety net that helps you keep people from bouncing permanently.
- **Upload List.** Upload a .csv or .txt file of at least 500 customers with email addresses, and these ads will target them. One of the most productive forms of retargeting, these ads allow you to reach out to customers who have already given you their contact information and engaged with your brand.

Launching retargeting generates greater online sales by keeping your brand front and center and bringing "window shoppers" back when they're ready to buy.

#### Metrics That Matters:

- ✓ Revenue
- ✓ Orders



### STAGE 3: RE-ENGAGE

According to [HelpScout](#), you have a 60-70% probability of selling to an existing customer and only a 5-20% probability of selling to a new prospect. With this in mind, it's critical to re-engage your existing customers and ensure they come back to your brand for future purchases.

The Re-Engage stage is also comprised of retargeting ads and is all about repeat customers and retention. The ads that make up this stage are designed to bring past customers back to buy more!

This is your time to shine, here are the campaign types to help you do it:

- **Top Customers.** Bring your best customers back to your store with top customers ads. Create a list of your top customers and continually notify them of new products and promotions.
- **Ready Customer.** Bring back past customers who are likely to make another purchase with an audience built using your customer frequency rate as a base.

It's important here to personalize the ads to make your customers feel special and really show them how much you appreciate their continued loyalty and repeat business.

#### Metrics That Matters:

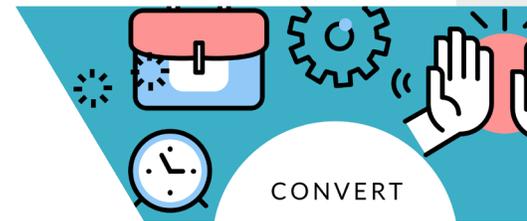
- ✓ Revenue
- ✓ Orders
- ✓ Customer Lifetime Value

# FULL-FUNNEL MARKETING IN ACTION

**ATTRACT** - Bring in new customers to surprise and delight. Run a series of prospecting ads to attract the customers most likely to be interested in your brand and product.

**CONVERT** - Time to take those interested prospects and turn them into customers. This stage is made up entirely of retargeting ads. Retargeting ads convert window-shoppers into buyers.

**RE-ENGAGE** - Retargeting ads dedicated to repeat customers and retention. The ads that make up this stage are designed to bring past customers back to buy more! Show off your latest products, upcoming sales or even loyalty oriented campaigns.



## THE EFFECTS OF AN INCOMPLETE SALES FUNNEL

### ONLY RUNNING ATTRACT CAMPAIGNS

By only running prospecting campaigns you're bringing in new potential customers and peaking their interest... but that's about it. While prospecting campaigns are essential to Attract the right audience, you're missing out on a huge chunk of potential sales by not running retargeting ads within the Convert or Re-Engage stages. The next two steps are pivotal in ensuring you capture customers as they visit your website, abandon a cart or come back to back another purchase in the future.

### ONLY RUNNING CONVERT CAMPAIGNS

This is one of the most common mistakes digital marketers make. While they are an ingenious marketing tool, they perform best in conjunction with prospecting campaigns in the Attract stage. Without prospecting, you're not driving any new traffic to even retarget and will likely be delivering ads to the same stale leads.

### ONLY RUNNING ATTRACT AND CONVERT CAMPAIGNS

You may think that running Attract and Convert campaigns are enough to fuel your sales funnel to your content. However, without Re-Engage campaigns you're not capitalizing on an important section of your funnel - existing customers. If re-engaged effectively your customers are 60-70% more likely to buy more from you!

# BETTER ADS MAKE FOR A MORE ROBUST ECOMMERCE SALES FUNNEL

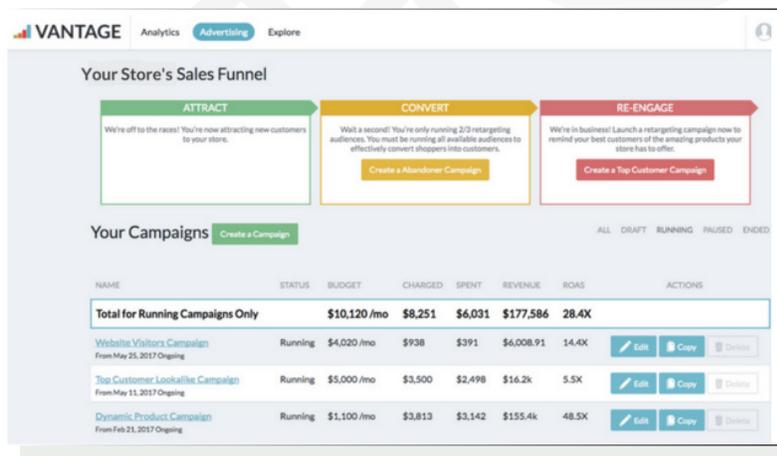
To run a successful advertising strategy, you must have ads dedicated to engaging customers at each stage of the funnel. The three stages of the sales funnel were designed to do exactly that to ensure your customers are always seeing the right message, at the right time along their customer journey.

Don't forget, as you develop your ads, it's essential to consider your customers' positions in the sales funnel. The more targeted your ecommerce ads are to those positions, the more likely it is that you'll convert customers, attract new clients, and enjoy a healthy, robust, and thriving business.

## ABOUT THE VANTAGE SALES FUNNEL

We believe in this strategy so much that we created a dedicated sales funnel for every Vantage customer! Backed by powerful machine learning, Vantage helps you attract new prospects, convert them into customers, and drive repeat purchases.

As you can see below, every store has a sales funnel that provides strategic ad campaign recommendations to ensure you're engaging customers at every stage and most importantly, making sure you aren't losing any revenue along the way. Setting up your sales funnel in Vantage will not only provide your ecommerce store with a continual source of recurring revenue, it will automate your growth.



**ACTIVATE YOUR SALES FUNNEL WITH VANTAGE NOW!**