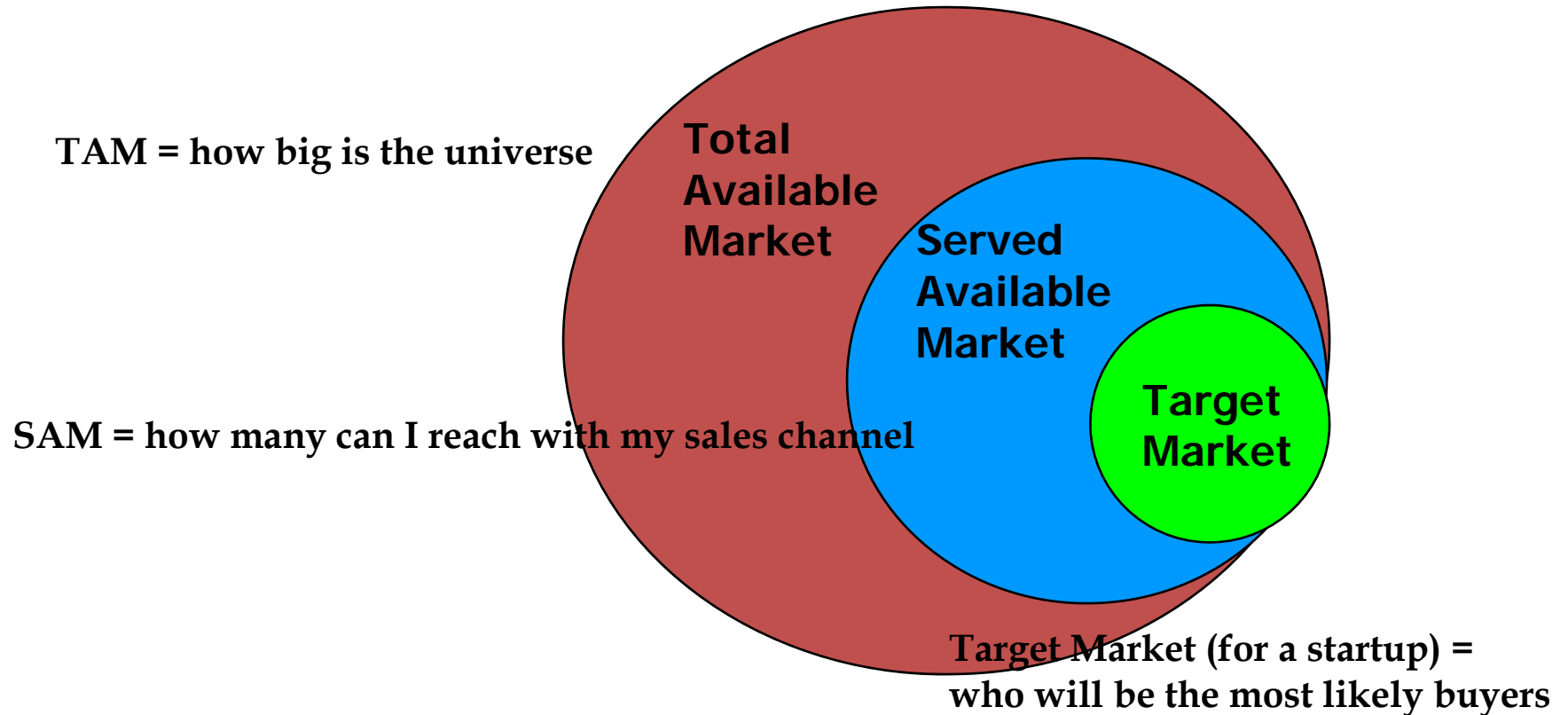


Marketing and The Sales Pipeline



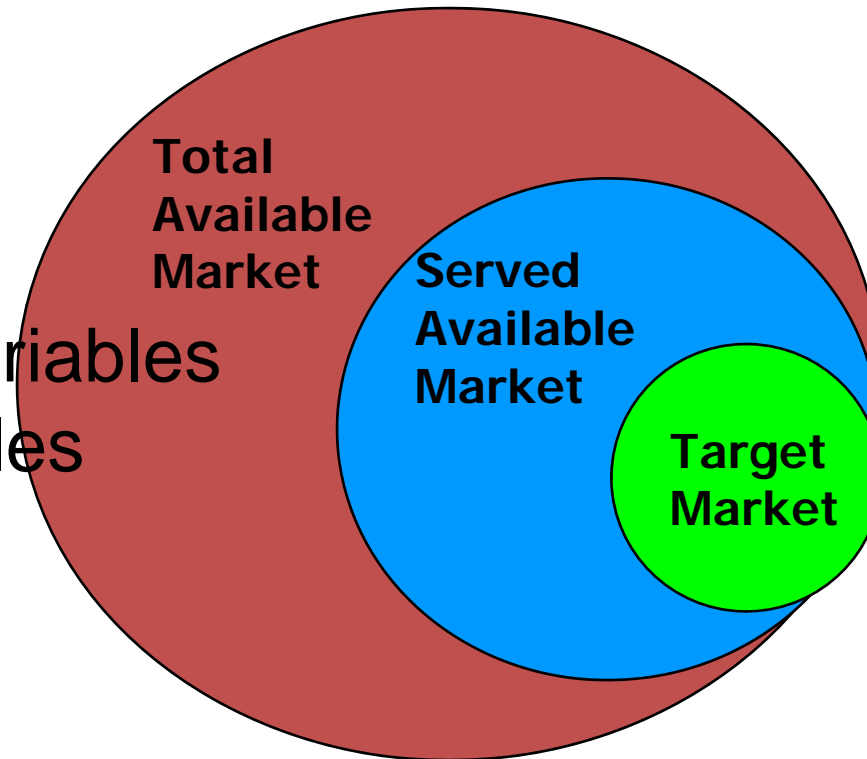
Total Available Market, Served Available Market, Target Market



Segmentation

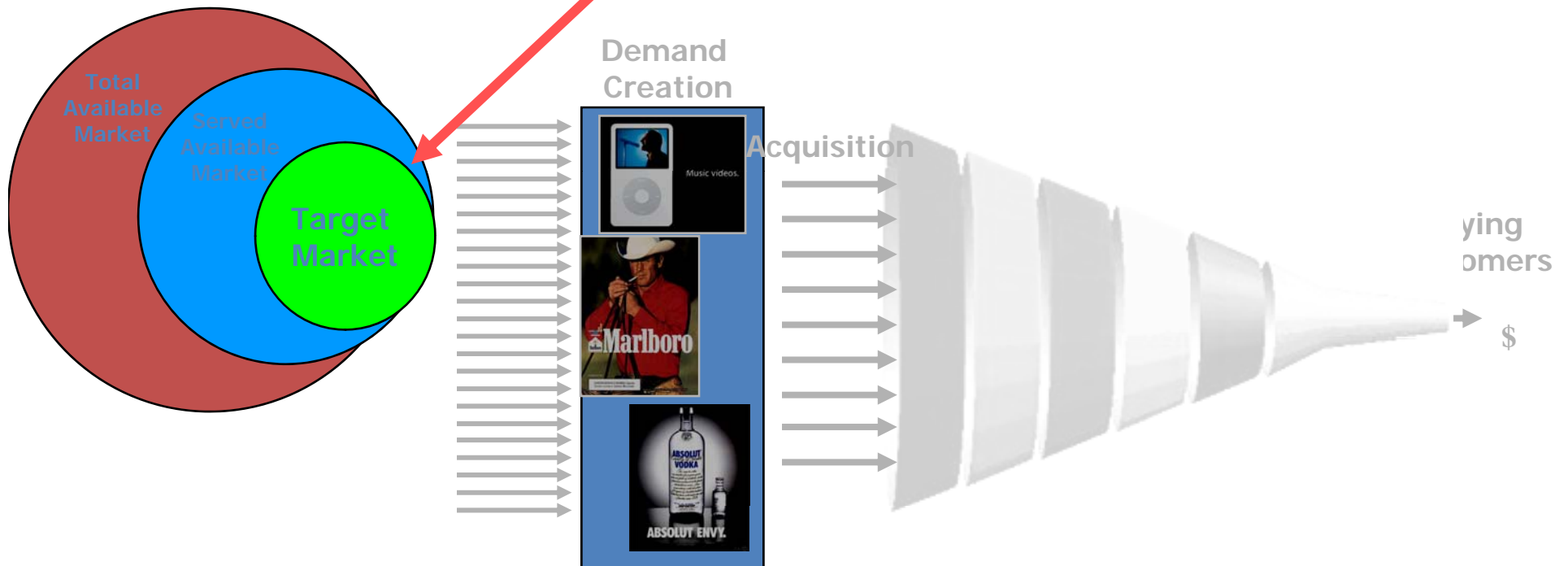
Show Me the Money

- Geographic
- Demographic
- Psychographic variables
- Behavioral variables
- Channel
- etc...



Customers, Marketing and the Sales Funnel

- Positioning matters



Positioning Happens *Before* Demand Creation

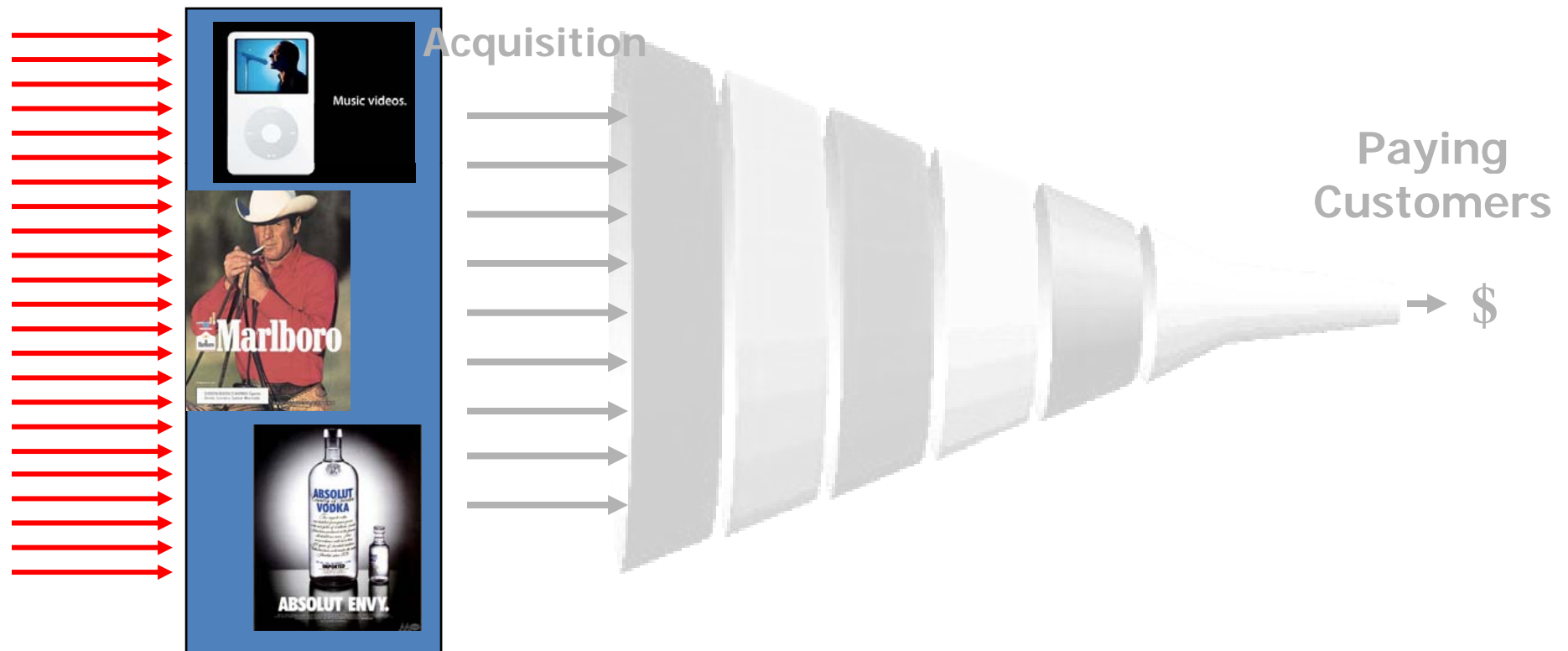


Demand Creation



Demand Creation Feeds the Sales Funnel

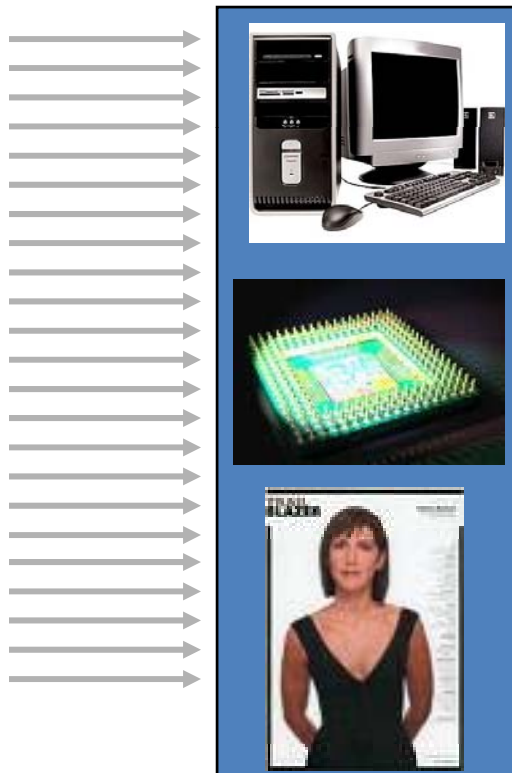
Demand Creation



Demand Creation

Example – Enterprise Software

Demand Creation



- Print Advertising
- Direct Mail
- Viral marketing
- E-mail marketing
- Blogs
- Communities
- SEM/SEO

Demand Creation

Example— Web Virtual World

Demand Creation



- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Viral marketing
- E-mail marketing
- Affiliate Marketing
- Bannering
- Communities

Demand Creation on **the Web is Different**

- **Search engine marketing (SEM)** i.e. keyword advertising, paid search, etc.
 - your ad in a search engine. Paid for on a per-click-basis (PPC - pay per click)
- **Search engine optimization (SEO)**
 - free traffic by optimizing your website for readability by the search engines
- **Viral marketing**
 - Spreads your message by your users/customer. i.e. Hotmail email tag line
- **Affiliate management**
 - Partners that promote your product or service on their web own page. They earn money by selling your product.
- **Bannering** i.e. skyscrapers, superbanners, content ads, flash layers, etc.
 - you buy media space on other websites on a PPC (pay per click) or CPM (cost per million.) Your banners displayed in predefined spaces.



Demand Creation on the Web

Snakes on a plane t-shirt - Google Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Address Links Google Snakes on a plane t-shirt

Web Images Groups News Froogle Local more »

Google Snakes on a plane t-shirt Search Advanced Search Preferences

Web Results 1 - 10 of about 904,000 for Snakes on a plane t-shirt. (0.20 seconds)

Sponsored Links

[Snakes On A Plane Store](#) CafePress.com Snakes On A Plane on a shirt! Over 75 designs to choose from.

[Snakes on a Plane t shirt](#) www.cafepress.com/snakesonplanes Collectible Snakes on a Plane t shirts, magnets, stickers & more.

Sponsored Links

[On A Shirt](#) Products and information about On A Shirt eBay.com

[Snakes on a plane gifts](#) I've put Snakes on a Plane New original replica snake products www.reptilegifts.com

Product search results for Snakes on a plane t-shirt

['Snakes on a Plane' T-Shirt](#) - \$11.99 - SurrenderMartha.com

[Snakes on a bi plane Women's T-Shirt](#) - \$15.99 - CafePress.com

[Snakes on a bi plane Long Sleeve T-Shirt](#) - \$20.99 - CafePress.com

[Damnation-inc.com - Order Snakes on a Plane Shirt](#)
We're out of a few sizes of Snakes, but more are on the way. That you for your patience. ... Who knows, there might be snakes on a plane. ...
damnation-inc.com/order.php?item=1 - 11k - Cached - Similar pages

[Damnation-inc.com - Shirts for People](#)
Snakes on a Plane, Lightning Round. **T-Shirt** | Made in the USA, Ringer **T-Shirt** | Made in the USA. **Snakes** Ultra Collector's Pack 5000+, Mainframes Do It 24/7 ...
damnation-inc.com/ - 8k - Cached - Similar pages

[TopatoCo Item Boutique: T SHIRTS](#)
Does this have anything to do with that movie **Snakes on a Plane**? Absolutely not. ... NAVY/WHITE RINGER **T-SHIRT** NORTH AMERICA ORDERS \$18.45+shipping ...
topatoco.com/snakes.htm - 18k - Cached - Similar pages

[Snakes on a plane on a tshirt on Flickr - Photo Sharing!](#)
Flickr is almost certainly the best online photo management and sharing application in the world. Show off your favorite photos to the world, securely and ...
flickr.com/photos/mathowie/53547269/ - 31k - Cached - Similar pages

[EAT MY DRINK!](#) Snakes on a Plane! Snakes on a Plane! News Article

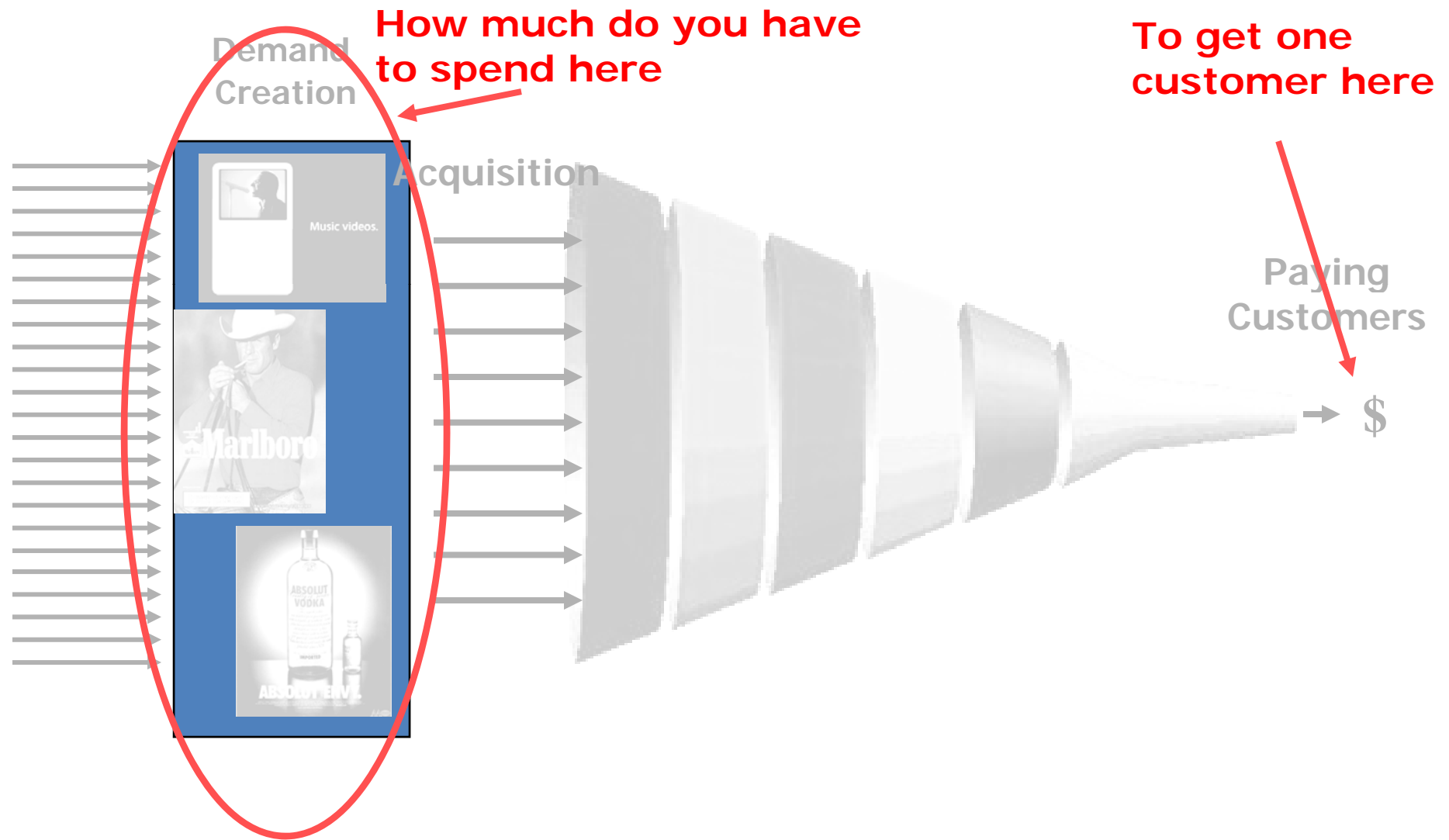
Internet

Start One Touch Microsoft PowerPoint - [...] Snakes on a plane t-s... 1:24 PM

You Pay
For These
(SEM)

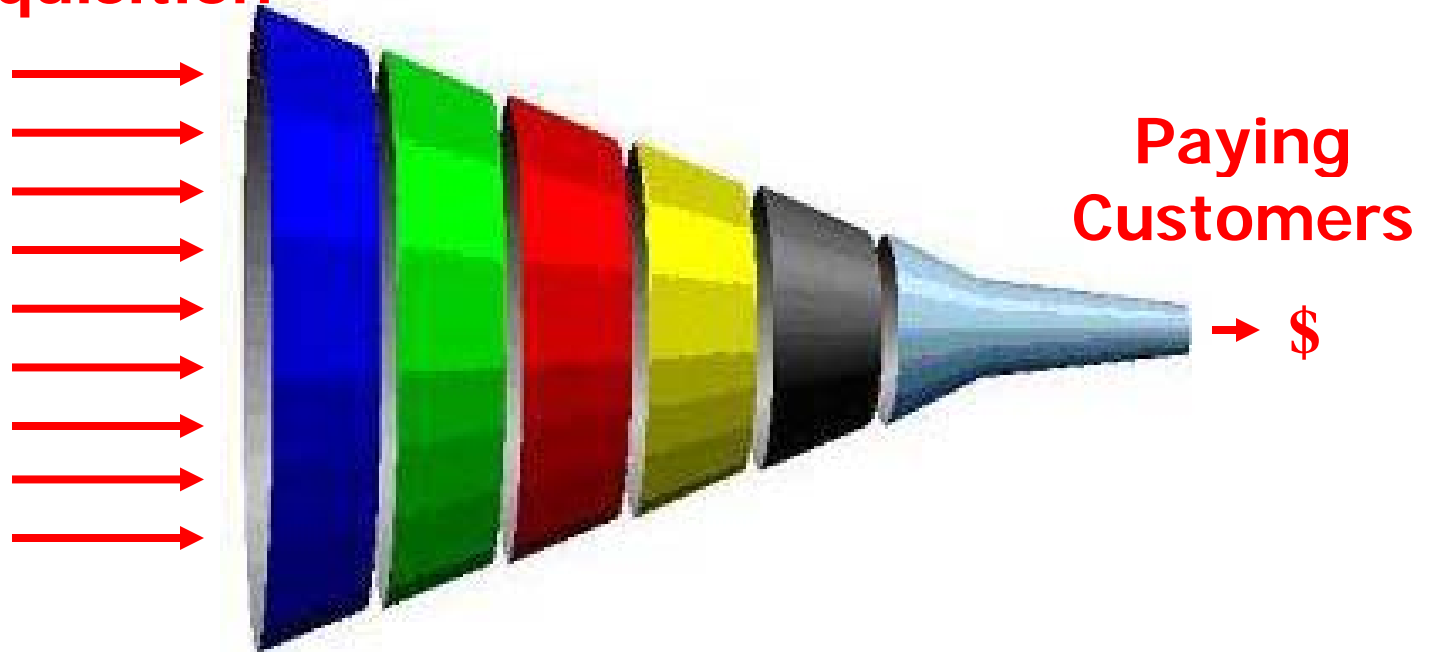
These are Free
(SEO)

Customer Acquisition Cost



The Sales Funnel

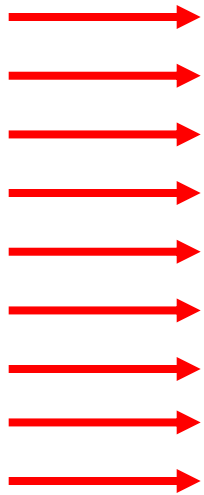
Acquisition



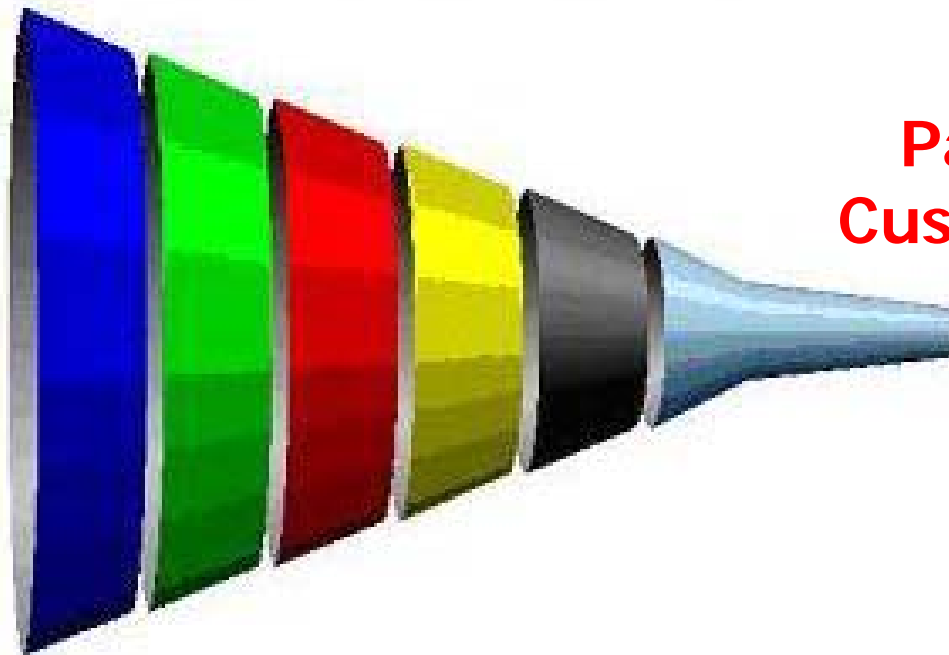
Distribution Channels

How Does the Product Reach the Customer?

Acquisition



**Distrib.
Channel**

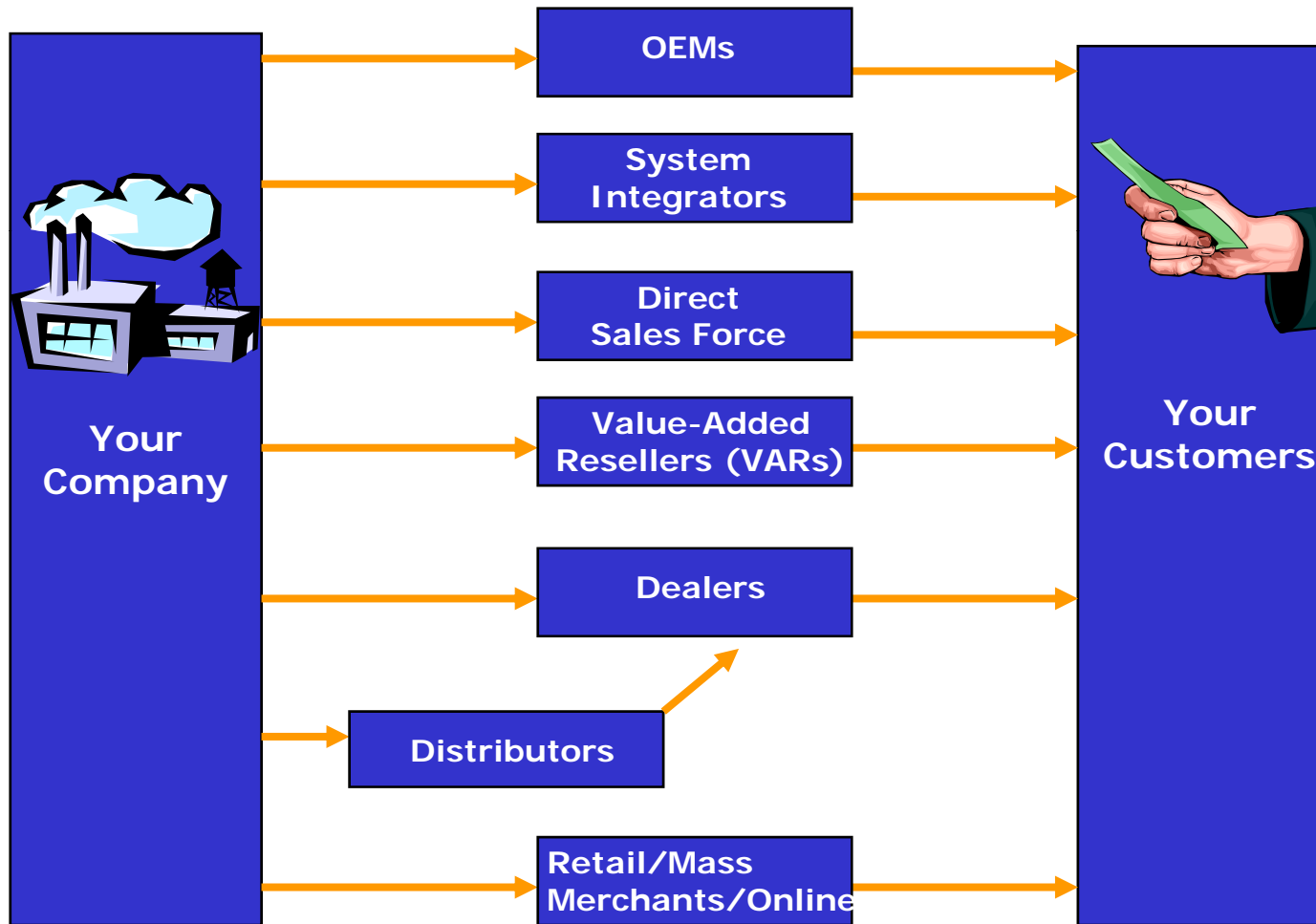


**Paying
Customers**



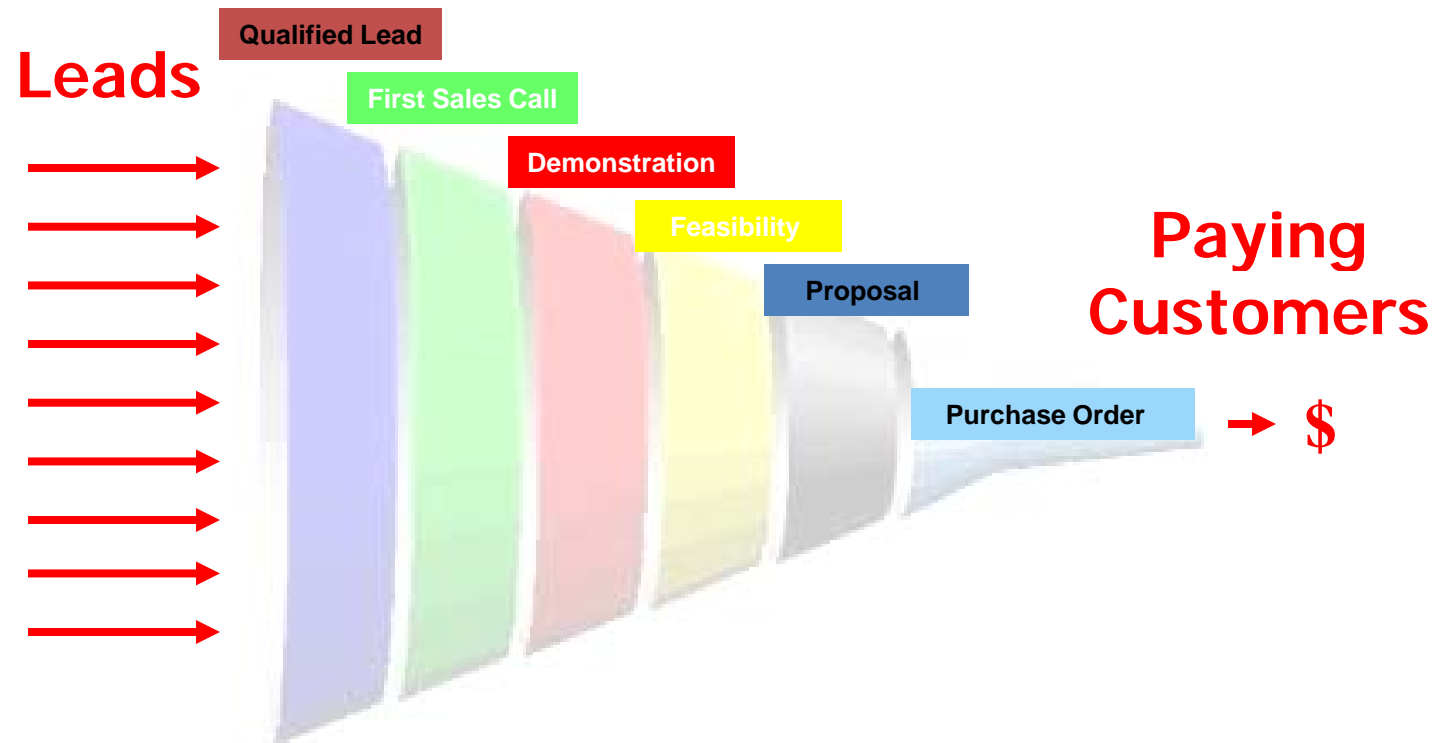
Distribution Channel

Pick *One*



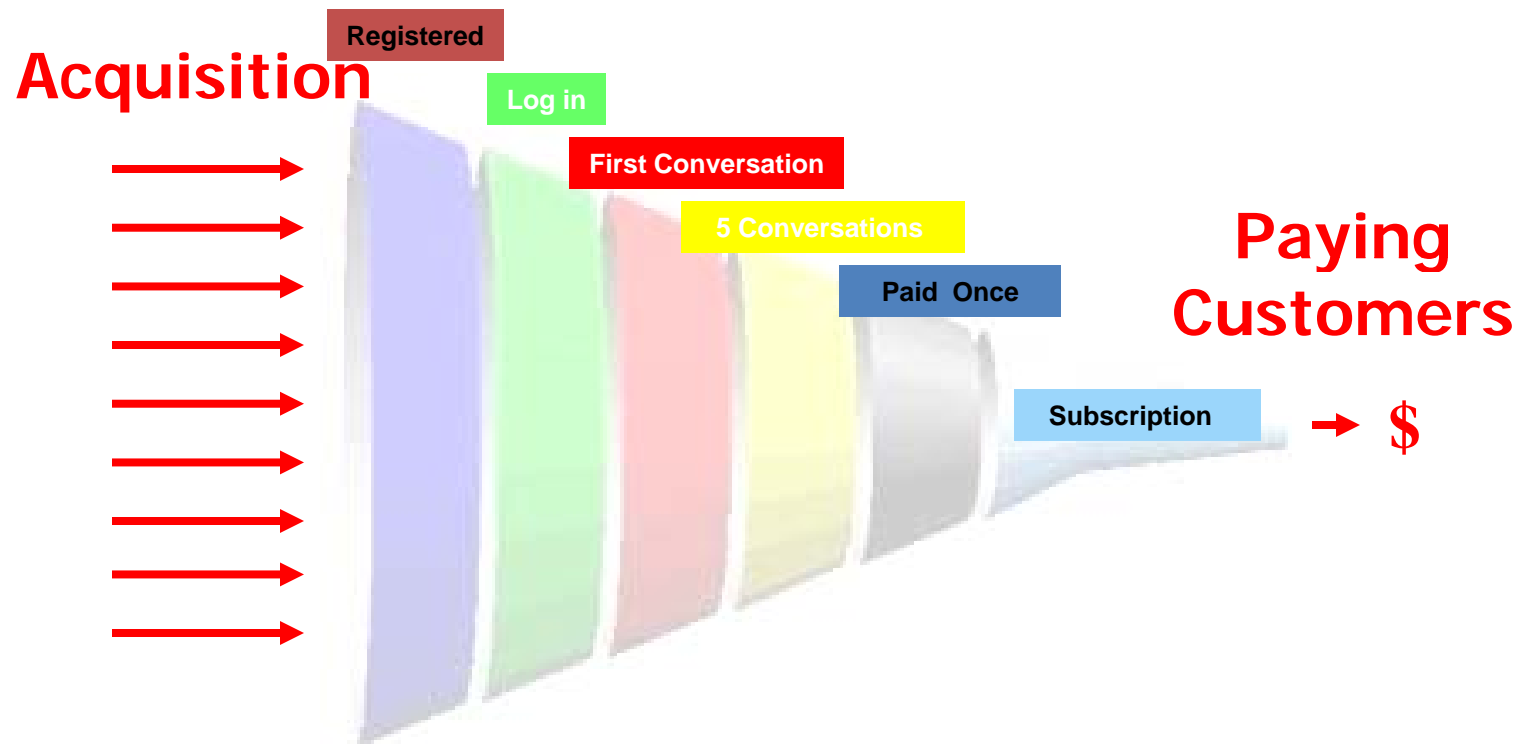
The Sales Funnel

Enterprise Software

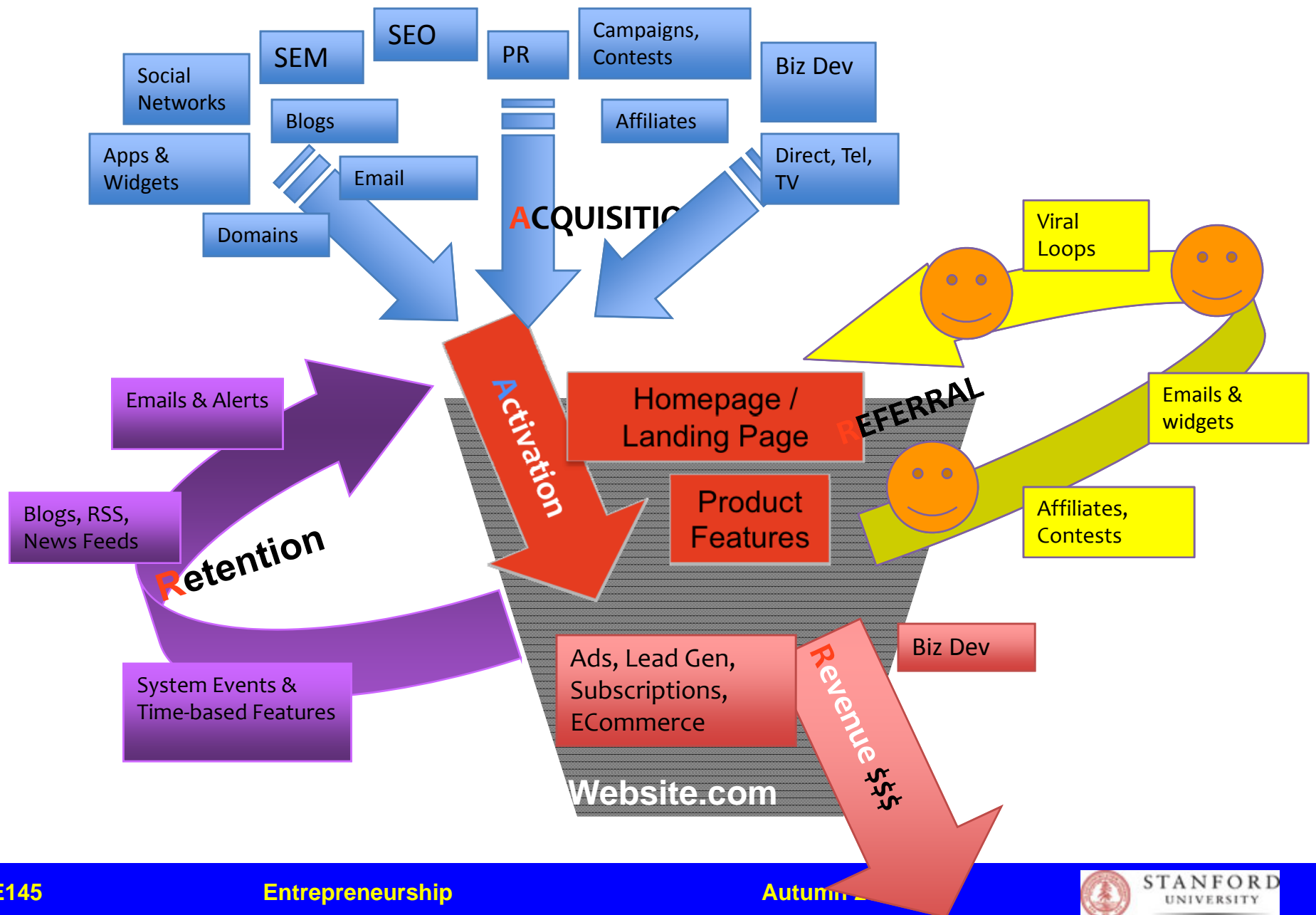


The Sales Funnel

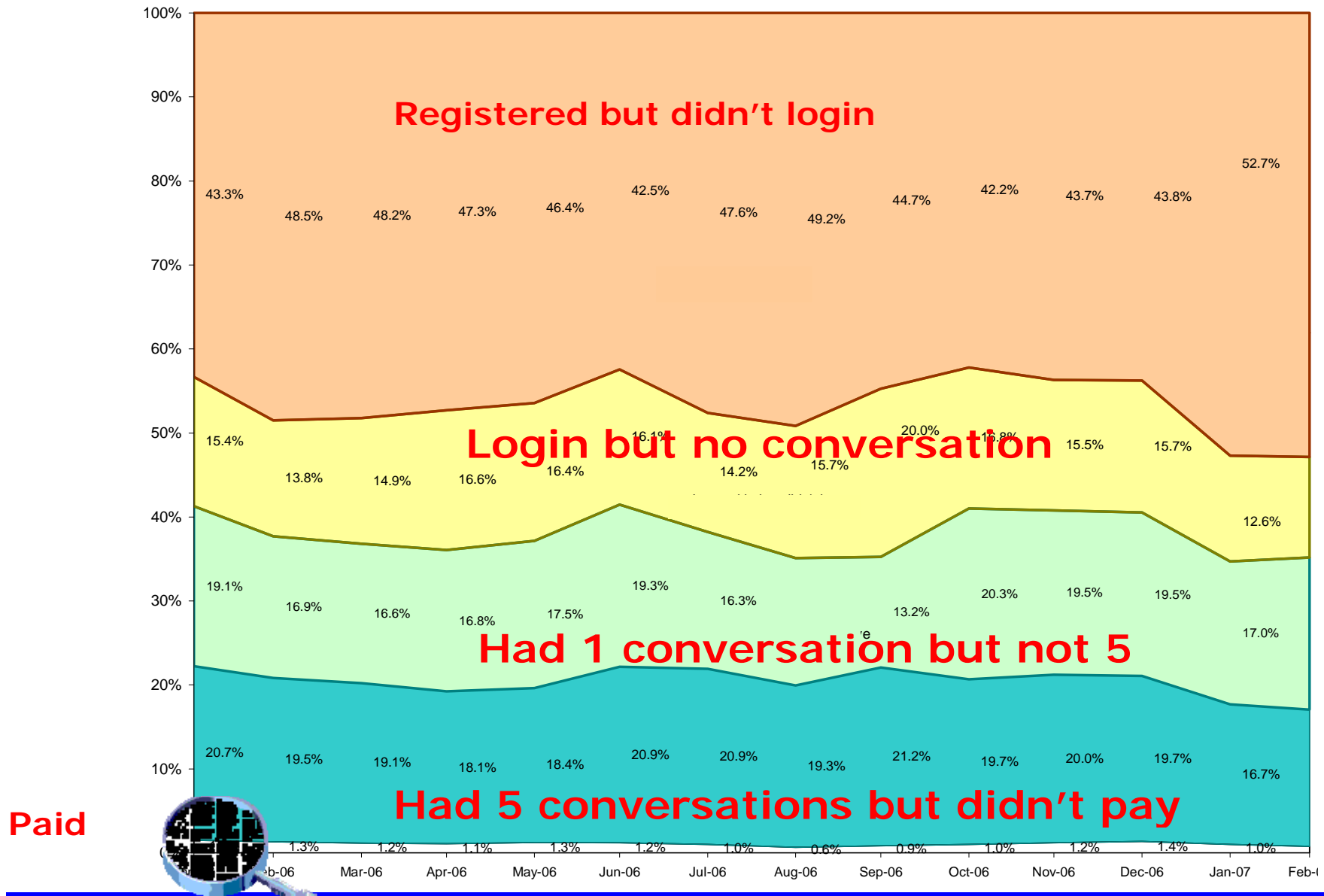
Web Funnel



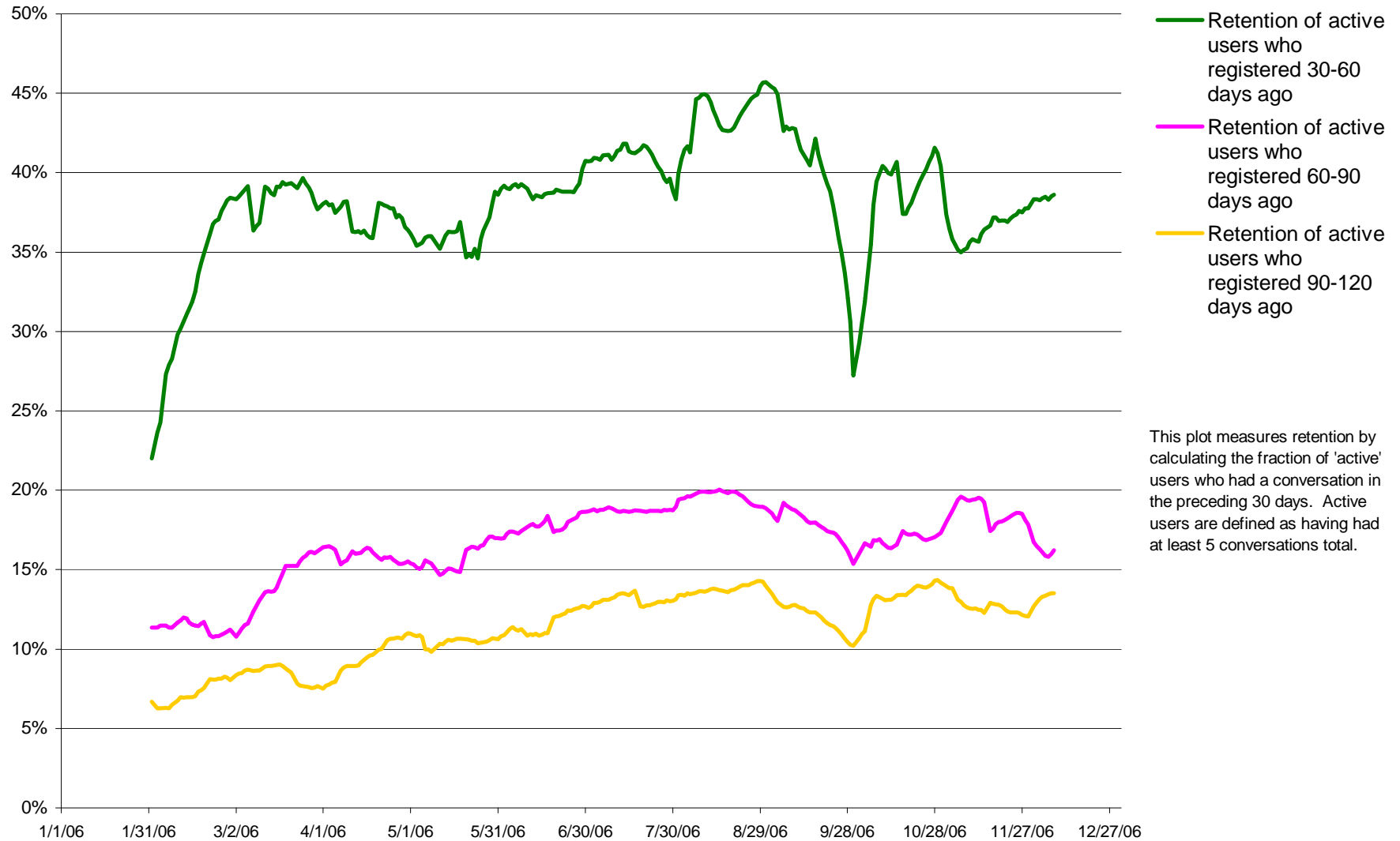
AARRR: Web Marketing Metrics



Analyze The Funnel Over Time



Cohort Analysis of the Funnel



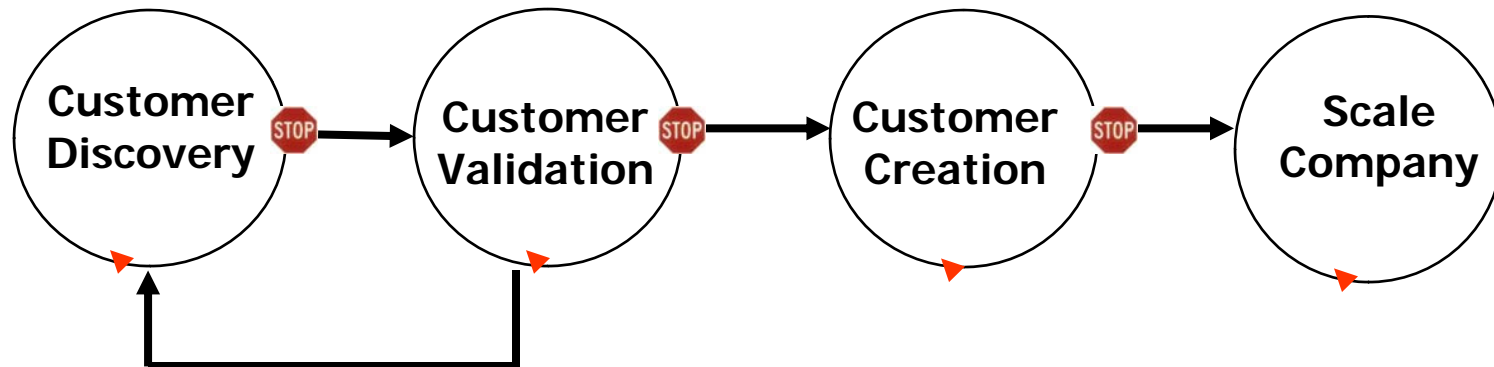
This plot measures retention by calculating the fraction of 'active' users who had a conversation in the preceding 30 days. Active users are defined as having had at least 5 conversations total.

A Sales Funnel is Great if You Have One

- You should be so lucky
- How do you get a sales funnel?
- Who do you hire?
- How do you start?



Customer Development



- To get a funnel you need to have a deep understanding of customers
- Use the Customer Development methodology to get started