

Conversion funnels 101

Top

Middle

Bottom



What is the conversion funnel?

From the moment a customer becomes aware of your brand to the moment they convert, they'll enter what marketers call the conversion funnel.

On its most basic level, it can be divided into three parts.



TOFU (aka Top of Funnel)

The **TOFU** is where customers first become aware of your brand – the purpose of this stage is to generate interest, capture attention, and initiate the customer journey.

Examples of TOFU marketing include **digital PR, SEO, and paid social, and influencer marketing.**



MOFU (aka Middle of Funnel)

The **MOFU** is the nurturing stage. By growing their interest and sharing more about your offerings, you're engaging them as they move through the funnel.

Examples of MOFU marketing include **email marketing, workshops, interactive content, demos, and free trials.**



BOFU (aka Bottom of Funnel)

The **BOFU** is the final stage where potential customers are turned into paying customers and advocates of your brand.

Examples of BOFU marketing include **offers, discounts, live demos, and customer success stories.**



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