


THE WOW FUNNEL


PERSONA OVERVIEW

_____ 

Need : _____

Pain: _____


Emotional drivers: _____

_____ 

Need : _____

Pain: _____

Emotional drivers: _____

_____ 

Need : _____

Pain: _____

Emotional drivers: _____

STAGES

AWARENESS

INTEREST

CONSIDERATION

PURCHASE

RETENTION

ADVOCACY

INITIATIVES

CONVERSION RATE

_____ %

_____ %

_____ %

_____ %

_____ %

_____ %

EMOTIONAL TRIGGERS

Curiosity
Consideration

