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# Growing Your Reach

through Digital Marketing



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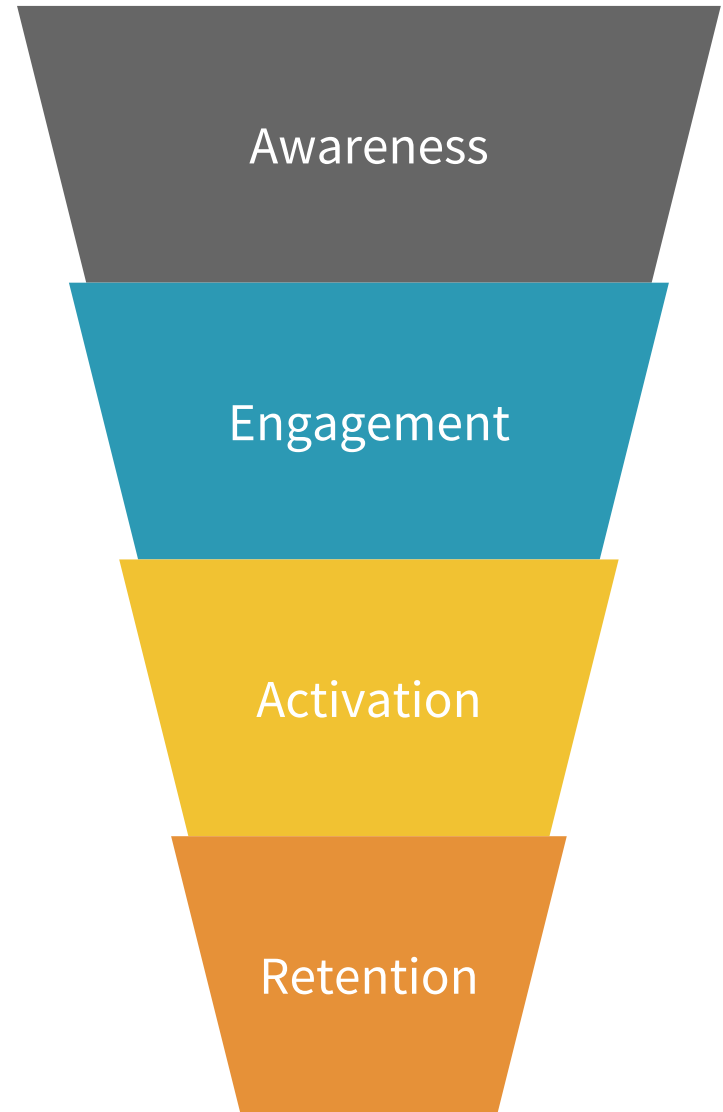
Digital Marketing Team  
*Cru Digital Products and Services*

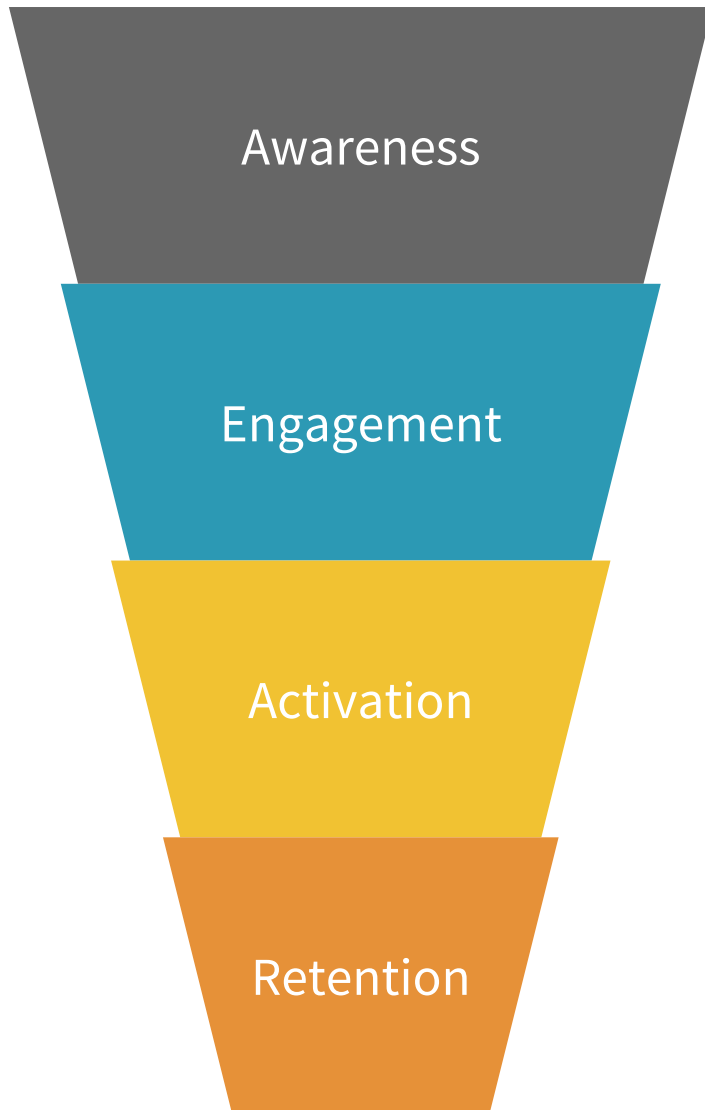


# The Marketing Funnel

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The Marketing Funnel is a set of stages the user may go through to eventually accomplish the goal you have for them.





Each stage outlines  
your efforts:

#### **Awareness**

- Increase user awareness of your product or offering.

#### **Engagement**

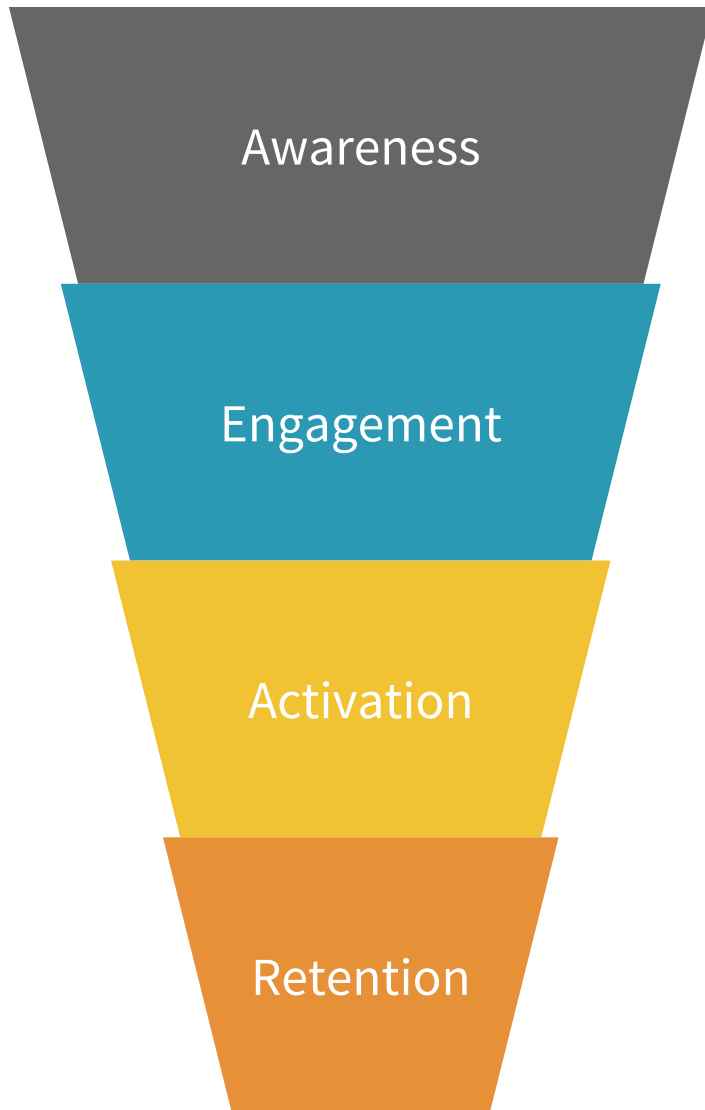
- Bring users to your product or offering.

#### **Activation**

- Get users to accomplish the goal in your product or offering.

#### **Retention**

- Encourage repeat use of your product or offering.



Each stage in the funnel can be measured by:

### **Awareness**

- How many times did they see something about your product or offering?
- Did they engage with it?

### **Engagement**

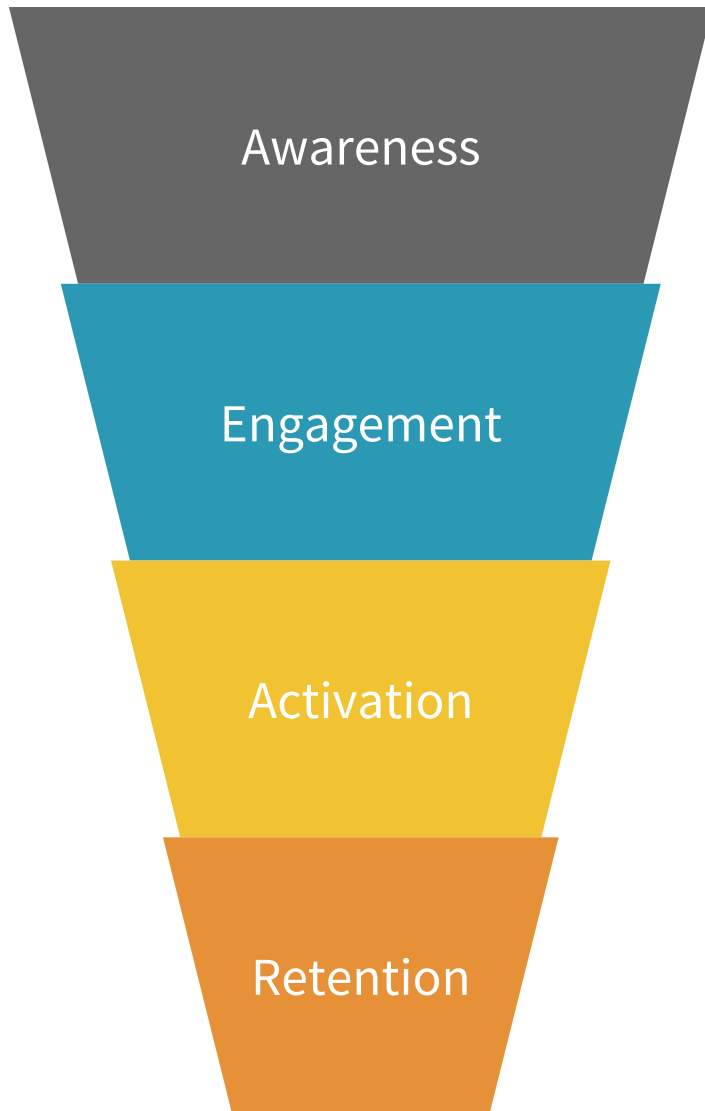
- What activities led the user to get to your product or offering?

### **Activation**

- How many users accomplished the goal?

### **Retention**

- How frequently did users return to your product or offering?
- How frequently did users accomplish the goal?



The goals for each stage could be:

#### **Awareness**

- Ad Impressions (views)

#### **Engagement**

- Ad Clicks
- Content Engagement

#### **Activation**

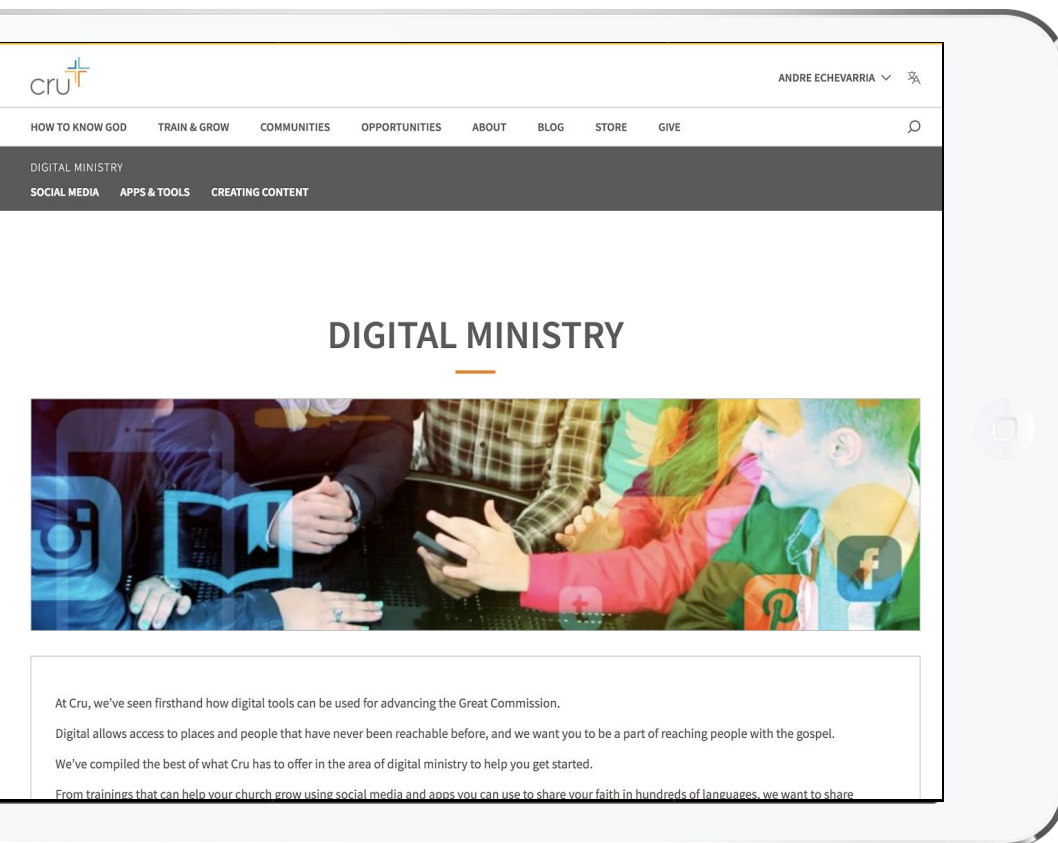
- Goal Completion (i.e. Downloads, Sign ups, Account Creation, etc.)

#### **Retention**

- Frequency of Visit
- Frequency of Logins

# Helpful Resources

[cru.org/digitalministry](https://cru.org/digitalministry)



## Cru.org Digital Ministry Page

We've compiled the best of what Cru has to offer in digital ministry to help you get started.

### What you'll find:



Ready-to-use content

Training Videos



Digital Outreach

Apps and Tools

Content Creation Tips



Videography How-To's

MARKETING

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