



# The Funnel Perspective

## BLOG #3

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Marketing isn't only about brand awareness... actually, brand awareness is just one of four main things that are important when selling products in a SEO.

What is the psychology behind convincing users to try your services?

That is when the funnel perspective comes in.

At the top of the funnel, there is **Discovery**. Discovery is the first step, which is **brand awareness**. The second phase is **Consideration**. As the name depicts, consideration is the point when people are starting to feel drawn to purchase from the business. Next is **Conversion**. Although it sounds like a cult, it just means that the business has successfully acquired a new client. Lastly, there is the **Retention** phase, right after the end of the funnel. This is still an important part of the funnel and in marketing, because the business wants to keep the client engaged and fulfilled with the services that are given to them.



# Marketing Psychology

## BLOG #3

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Getting into this program, I wasn't quite sure why I was so driven to about marketing. I always thought I would end up going into psychology, as it is one of my biggest interests... Just understanding why people do what they do, and perhaps use it in my advantage... sometimes.

Anyway, I quickly realized in first year, that everything I was doing was actually psychological, it is about getting in people's heads, which drives them to want to use the service you are showing. Which helped me understand I was in the right path. Last week's guest, Ron Abraham Jr. said something that just assured me I will succeed in this field. He said **“you have to have a serious understanding of marketing and psychology**, so you have to really get/understand people's behaviour, like the different elements of the bio process.” Hearing those words excited me because combining both of my favourite interests and getting paid while doing it, has to be one of the most fun careers I could get into.

