



TECHSMEW

F U N N E L D E S I G N

Funnel Tracking Framework



Funnel Tracking Framework

This document defines a structured funnel and demand generation system aligning acquisition, engagement, and conversion into measurable pipeline outcomes.

This document defines a structured funnel and demand generation system aligning acquisition, engagement, and conversion into measurable pipeline outcomes.

This document defines a structured funnel and demand generation system aligning acquisition, engagement, and conversion into measurable pipeline outcomes.

Execution Layer 1

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

Execution Layer 2

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

Execution Layer 3

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

Execution Layer 4

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

Execution Layer 5

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

Execution Layer 6

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

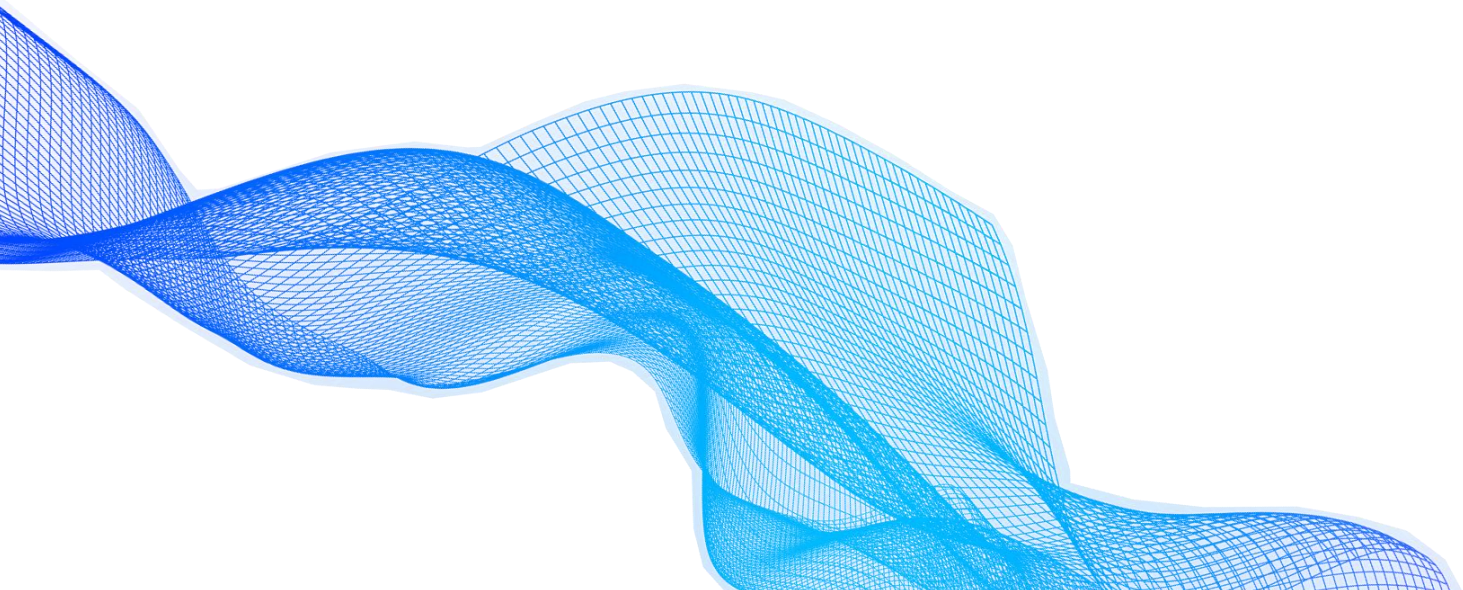
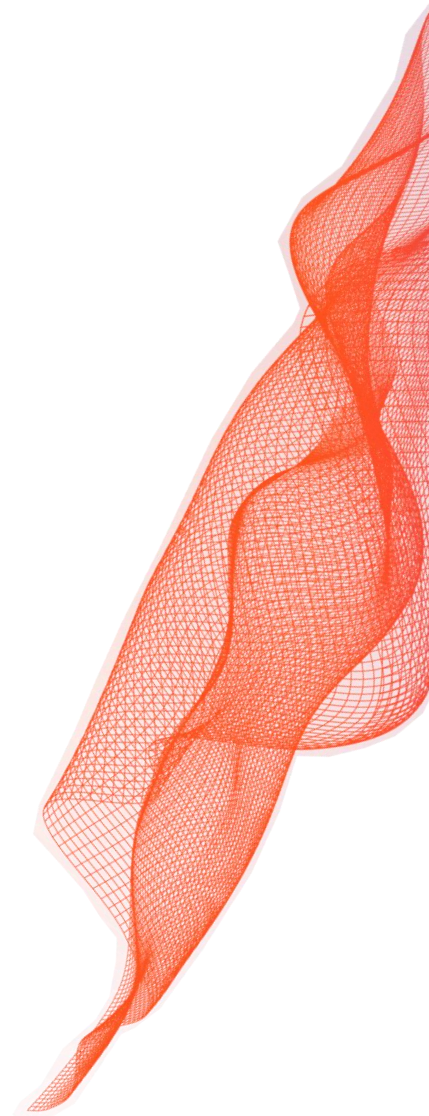
Execution Layer 7

Each layer ensures structured flow from awareness to conversion, reducing drop-offs and improving pipeline efficiency.

The framework integrates channels, messaging, and user intent to create seamless movement across funnel stages.

- Define funnel stages and user journey
- Align messaging with user intent
- Optimize landing and conversion points
- Track performance and attribution
- Continuously improve with testing

A structured funnel system ensures consistent growth, improved conversions, and scalable pipeline generation.



G E T I N T O U C H

Let's Build **Something** Powerful

E M A I L

hr@techsmew.com

W E B S I T E

www.techsmew.com

L O C A T I O N

Coimbatore, Tamil Nadu

