

Deconstructing Your Marketing Funnel



Email is a cross-channel powerhouse:

Awareness: Cold outreach to new leads.

Consideration: Nurture sequences

Conversion: Cart recovery, limited-time offers.

Loyalty: Post-purchase & educational emails, surveys.

Advocacy: Referral incentives, UGC requests.

Metrics

- Open Rates
- Click Rates
- Conversion Rates



@fullstack.creative

www.fullstackcreative.io

hello@fullstackcreative.io