

# The Digital Marketing Funnel Explained

How SVB Digital Marketing Services turns traffic into loyal customers

**Goal: Get in front of the right people**

Tactics Used by SVB:



People don't know your brand yet  
**SVB helps you make a strong first impression.**

**Goal: Educate and build trust**

SVB Strategies:



Your audience is exploring options  
**SVB ensures you're the best one.**

**Goal: Turn interest into action**

What SVB Implements?



**Conversion-Optimized Landing Pages**



**Strong CTAs in Ads & Content**



**Limited - Time Offers**



**Personalized Product Pages**



**Sales Funnels**

Now they're ready to buy - **SVB helps close the deal.**

**Goal: Keep customers loyal and turn them into advocates**

SVB Post-Sale Tactics:

- Loyalty Emails
- Review Campaigns
- Social Proof Content
- VIP Offers
- Community Engagement



Happy clients come back — **and bring others with them.**

**We don't just drive traffic  
we build growth engines."**