

GRACE ANDREWS

The Modern Marketing Funnel in 3 Moves

Your Simple Plan To Think Like Smart Brands.



**Modernise without
a reinvention.**





NETFLIX

**Playing it safe
is forgettable.**

GHOSTBUSTERS

JURASSIC PARK

BLOCKBUSTER VIDEO

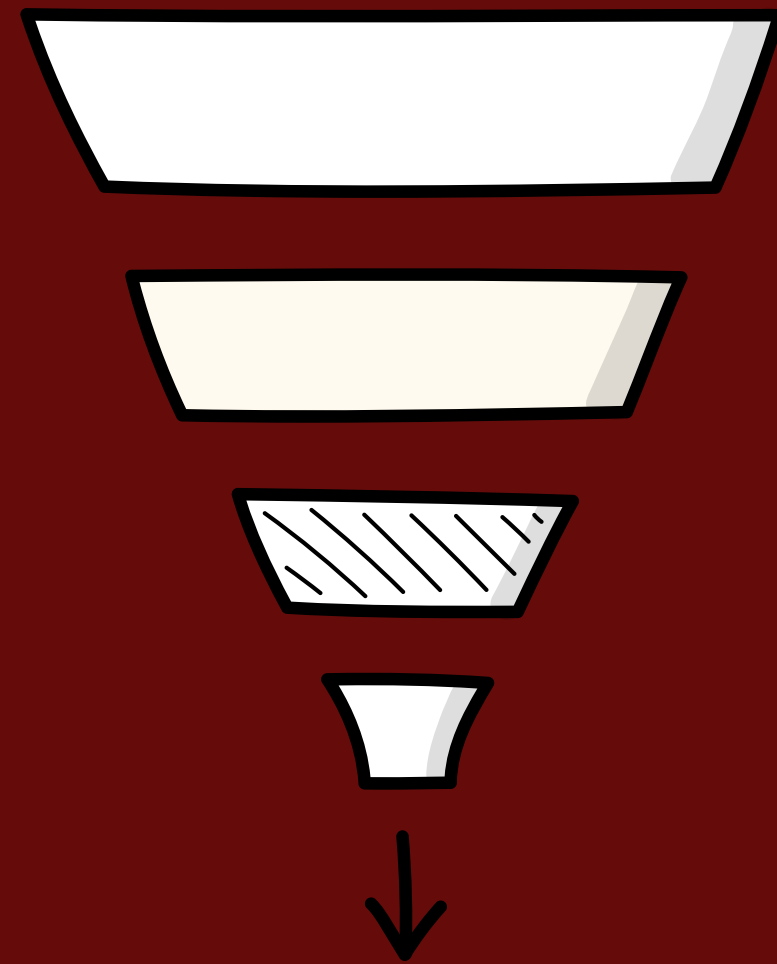
Forgettable is



expensive.

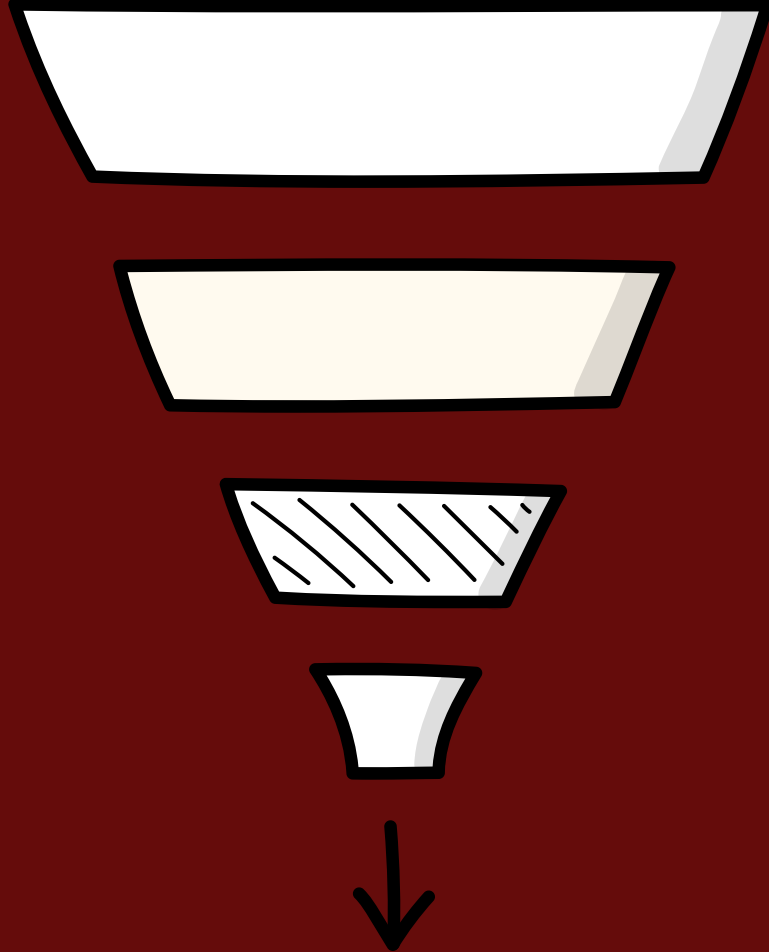
Attention moved.





expectation

**The funnel
assumes a
straight line**



expectation

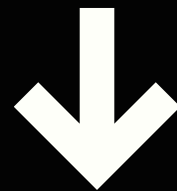
VS



reality



SO WHAT'S THE MODERN
FUNNEL
NOW?



Act 1: Theory made simple

streaming

scrolling

shopping

searching



All happening,



all at once.

streaming

scrolling

**A normal day
looks like this**

shopping

searching

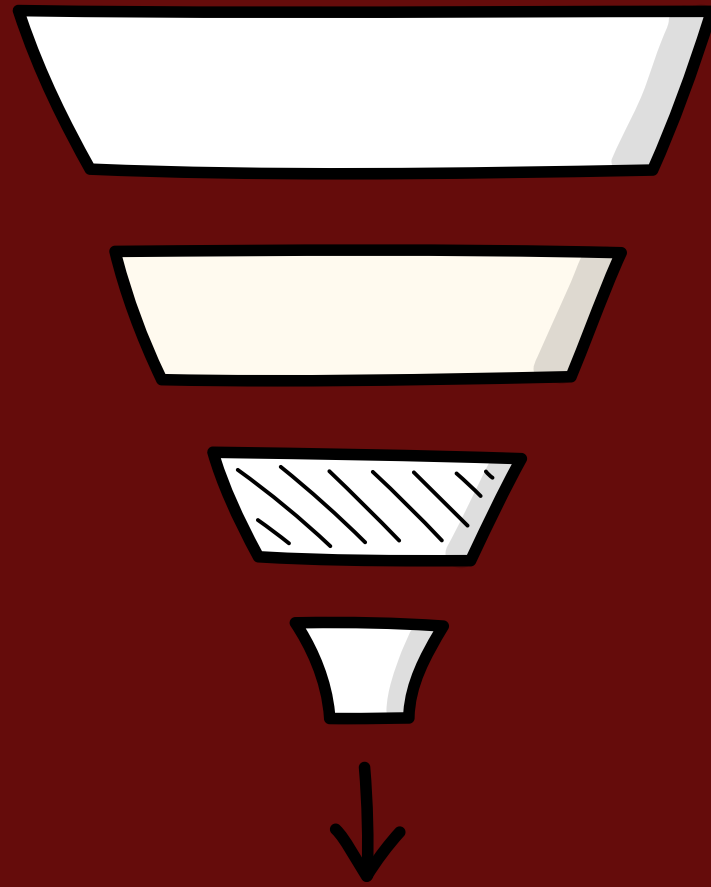


CUSTOMER JOURNEY

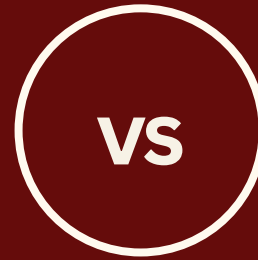
It's Time for Marketers to Move Beyond the Linear Funnel

By [Ray Yu](#), [Derek Rodenhausen](#), [Yotam Ariav](#), Trevor Sponseller, and Clémentine Remy

ARTICLE JANUARY 17, 2025 8 MIN READ



expectation



reality

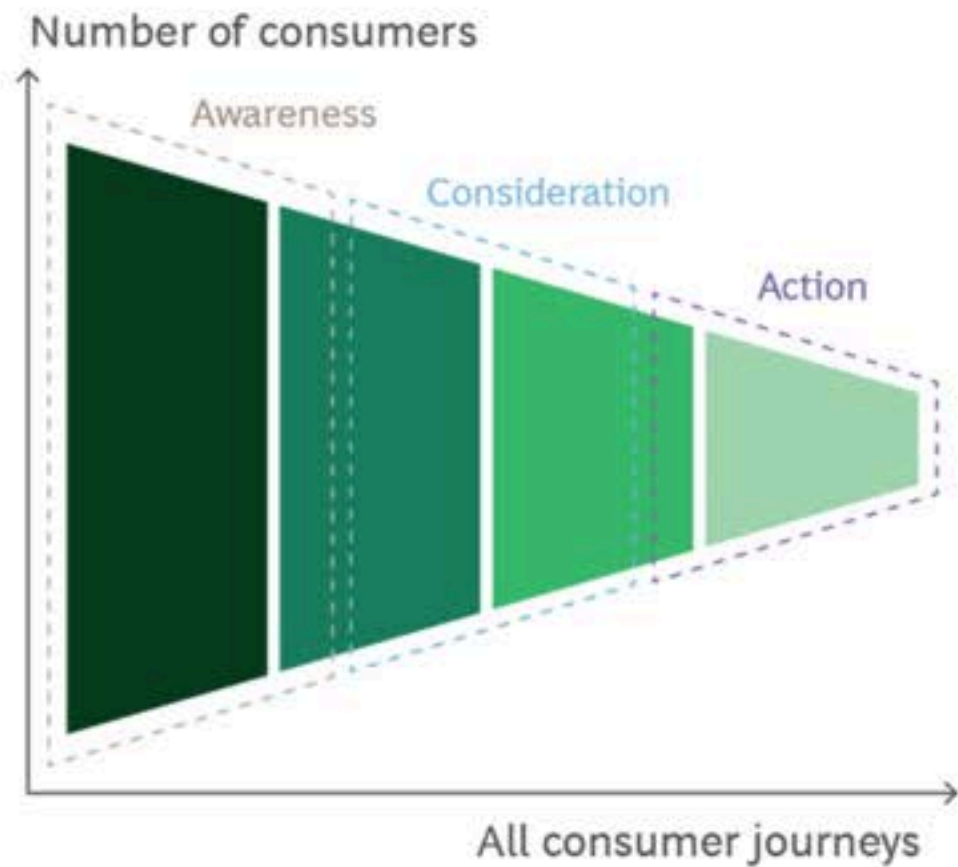
INFLUENCE MAP

[influence map]

(n.) what truly drives decisions

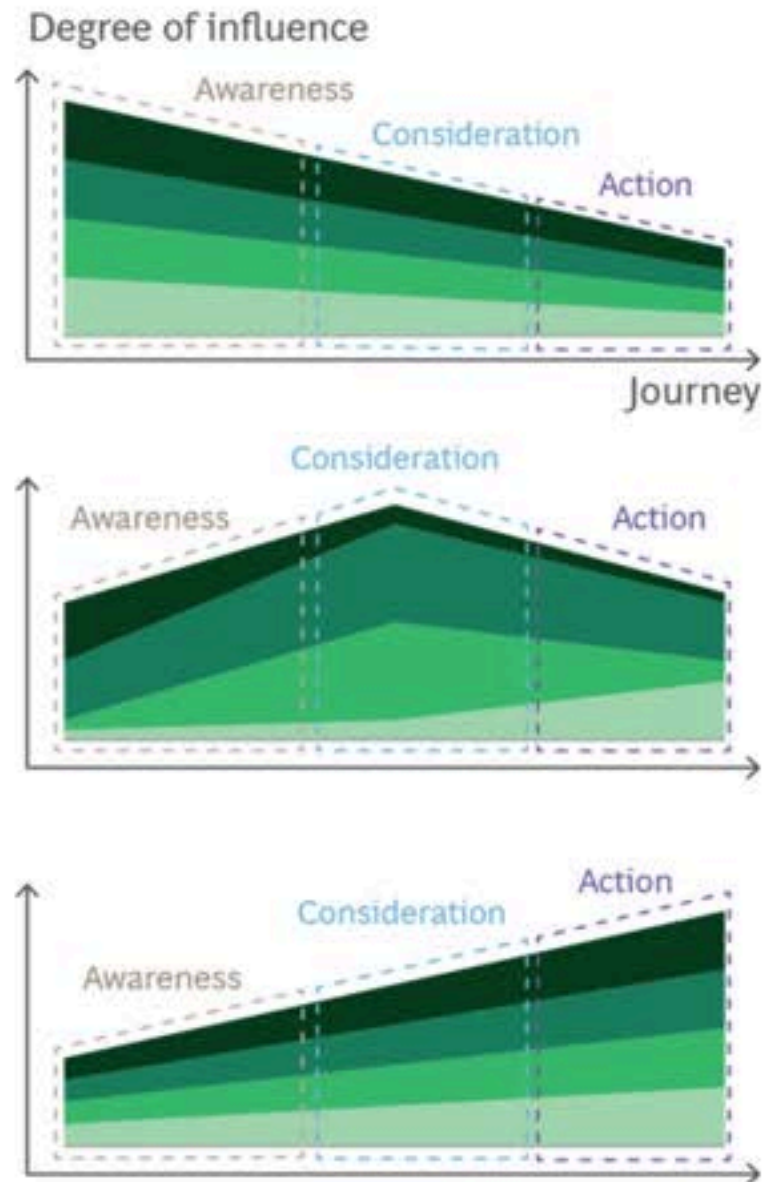
Linear funnel

Touchpoints are assigned to a rigid sequence of stages in a one-size-fits-all linear funnel for all consumer journeys



Influence maps

Touchpoints influence multiple stages, giving each journey a unique shape; degree of influence replaces number of consumers on the vertical axis



Examples

YouTube enables purchases through shoppable ads

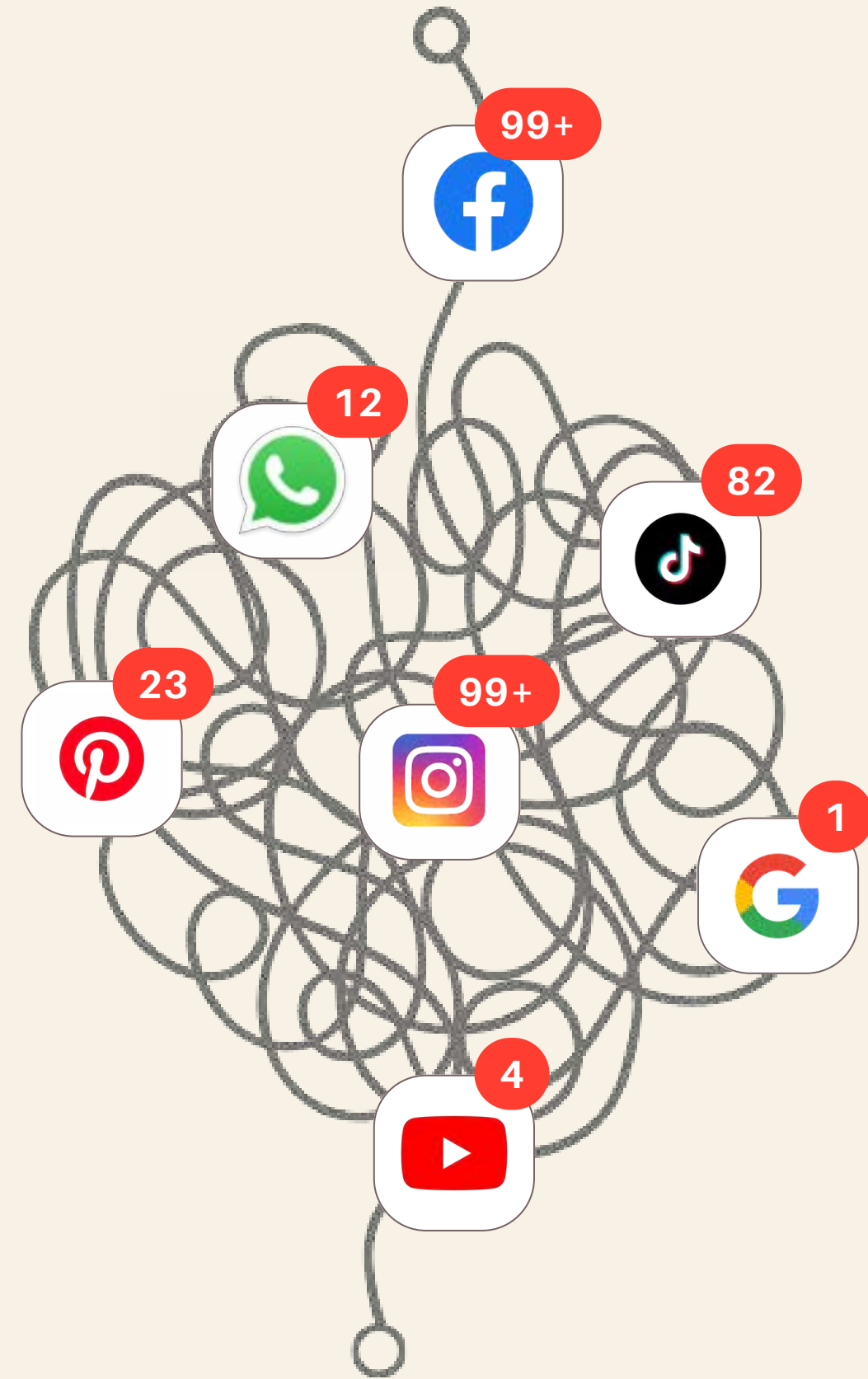
Instagram enables discovery, consideration, and purchase on one platform

Google search helps shoppers find ideas and close the deal

In-store browsing sparks interest, while retargeting online seals the purchase

■ Stream ■ Scroll ■ Search ■ Shop

**People loop,
jump, pause,
compare**



TOUCHPOINTS

[touchpoints]

(n.) any interaction between
your brand and a customer.



**One touchpoint can
do more than one job**

Not just socials



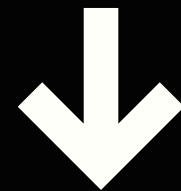
Website, email, events,
search, PR, partnerships,
your people, your
community

Influence = Impact + Recall

Presence vs **Influence**



THE MODERN FUNNEL
IS AN INFLUENCE
NETWORK



Act 2: Brand worlds

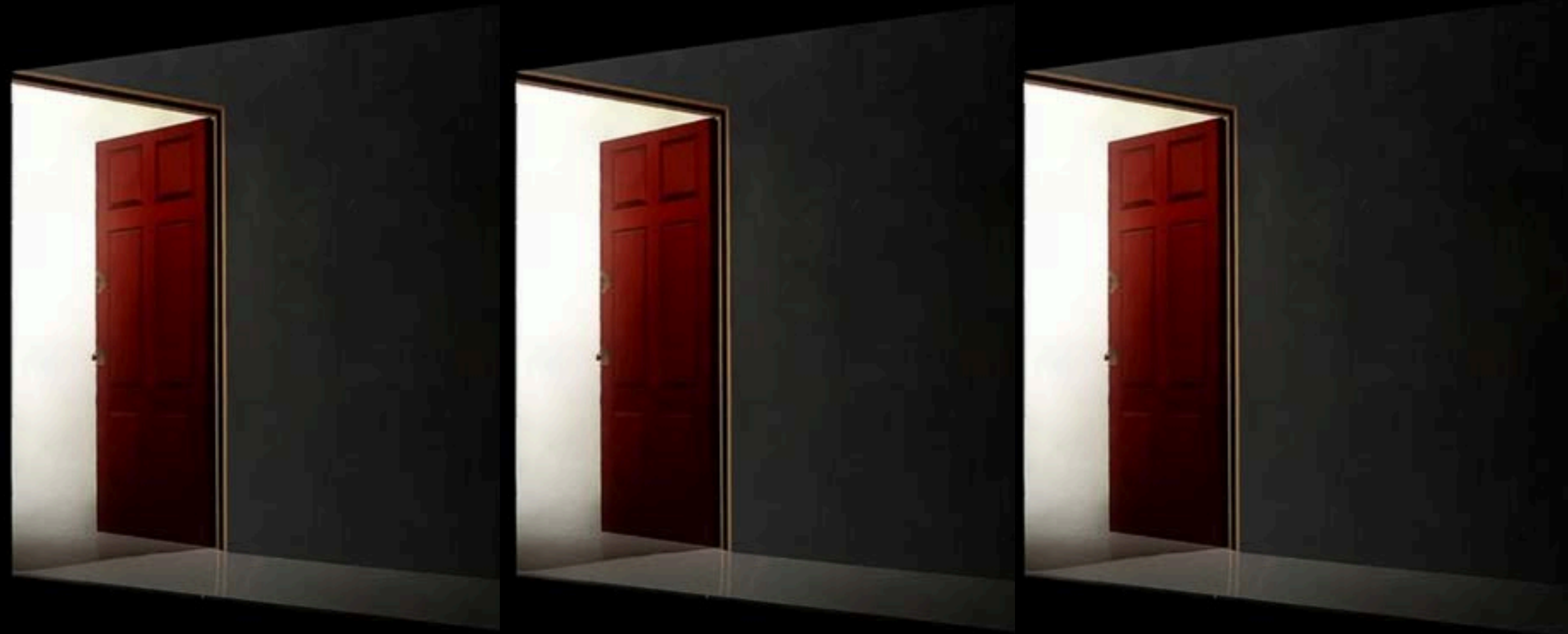


Brand worlds

**World =
signals +
stories +
touchpoints**

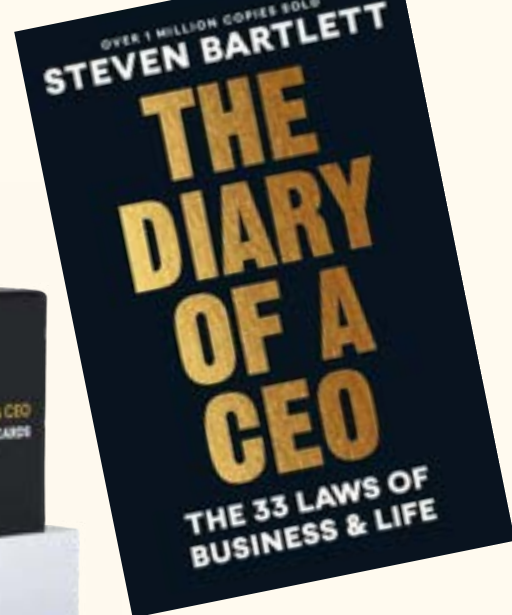
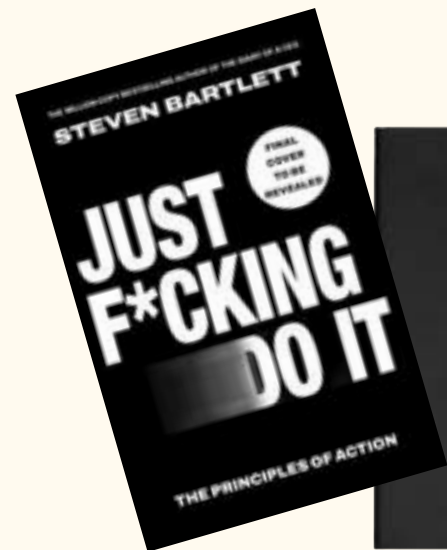
Distribution is fragmented

Touchpoints are doorways



**The discipline
is universal**





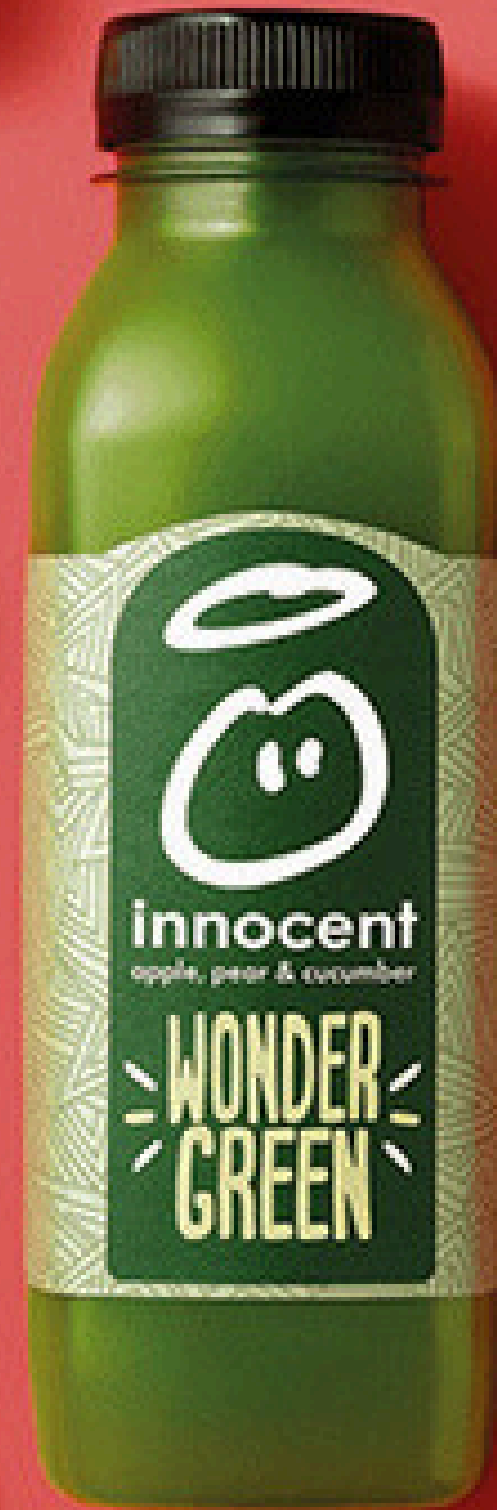
A BRAND WORLD, NOT A PODCAST



Disruption built around one promise



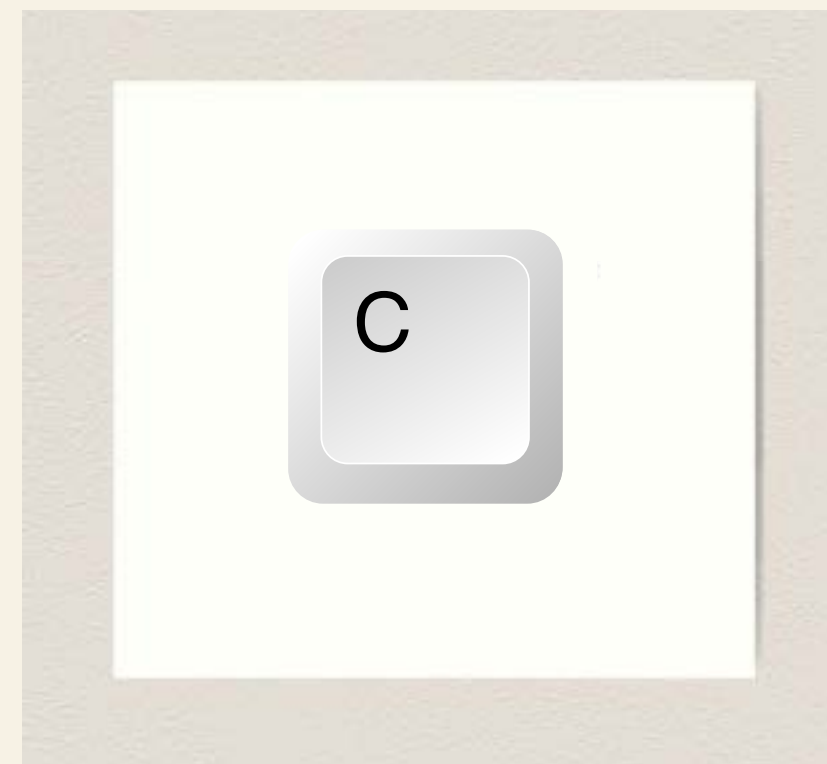
Personality as distribution

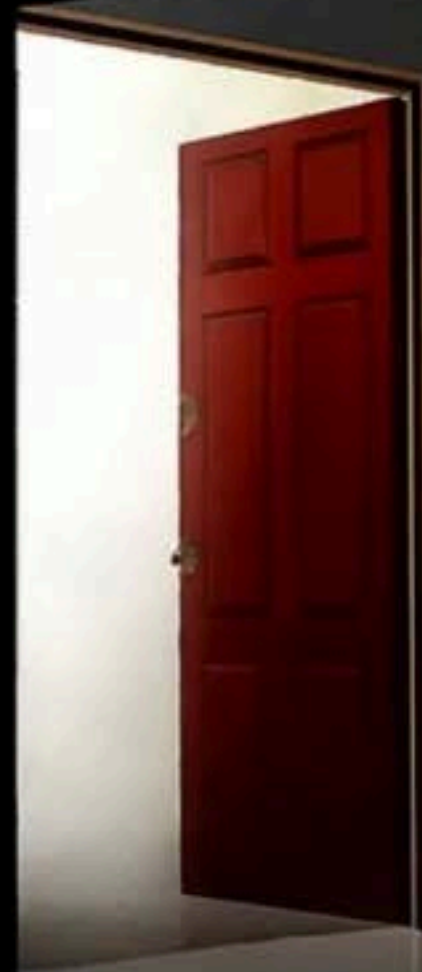


known for → repeatable touchpoints



+





**You already have
a brand world**



THE THREE MOVES

Act 3: The 3 Moves playbook



01
Clarity



02
Signals



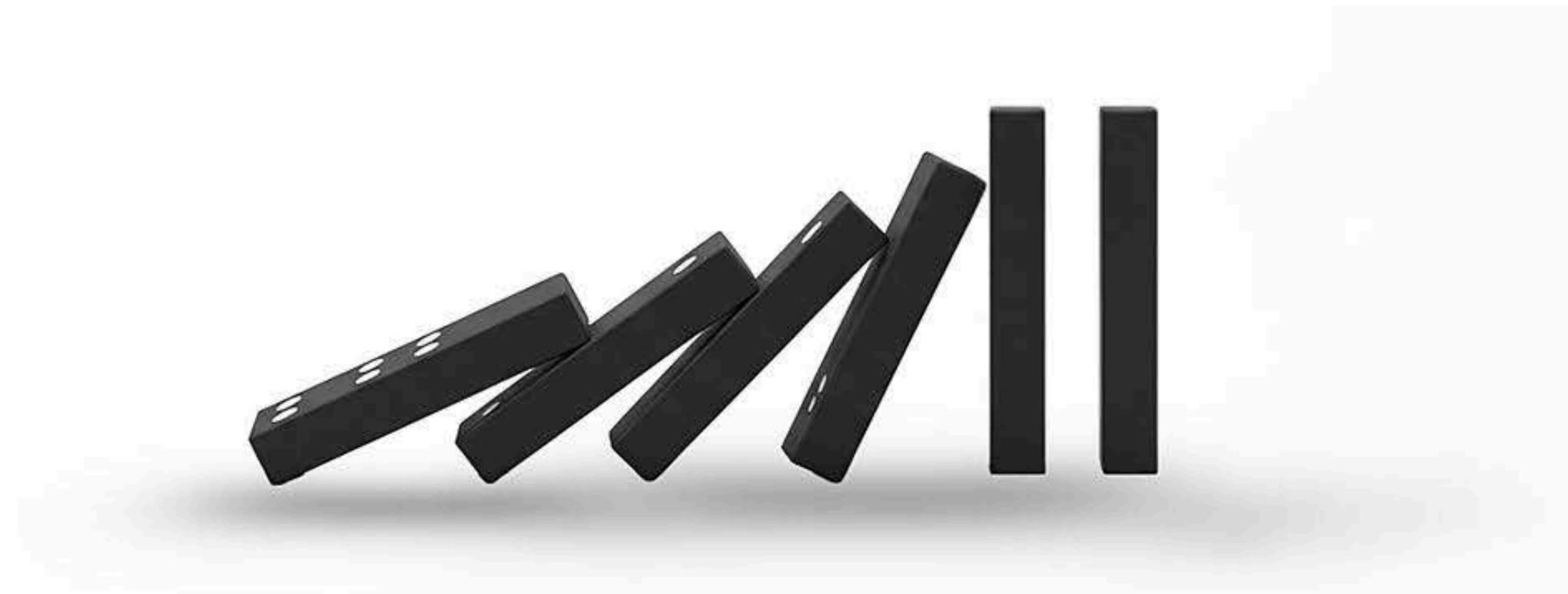
03
Experiments

01
Clarity

02
Signals

03
Experiments

**no clarity → no confidence →
generic choices**



1 CLARITY 2 SIGNALS 3 EXPERIMENTS

**CLARITY
CREATES**



CONVICTION



1 CLARITY 2 SIGNALS 3 EXPERIMENTS

A black sheep is the central focus, looking directly at the camera. It is surrounded by a large number of white sheep, some of which are looking towards the camera while others are looking away. The scene is set in a field, and the overall tone is somewhat somber due to the blue-tinted lighting.

**Distinct is
a decision**

1 CLARITY 2 SIGNALS 3 EXPERIMENTS

We are the brand that _____ for _____

1 CLARITY 2 SIGNALS 3 EXPERIMENTS

01
Clarity

02
Signals

03
Experiments



Claims tell. Signals show.

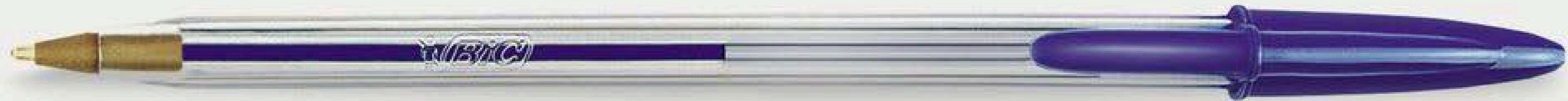
1 CLARITY 2 SIGNALS 3 EXPERIMENTS



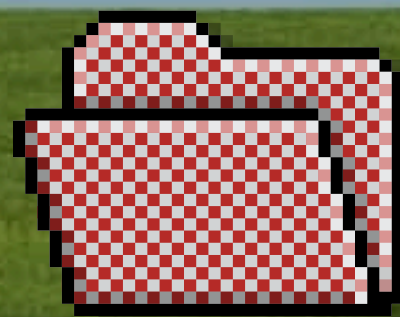
REAL
FAKE

**People believe what
they repeatedly see**

PICK 3 SIGNS TO CONSISTENTLY PROVE



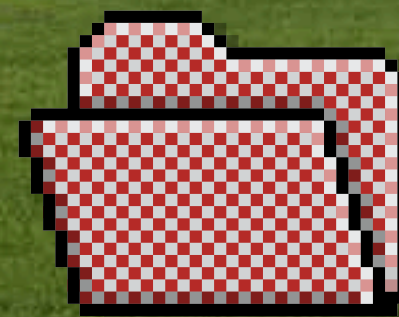
1 CLARITY 2 SIGNALS 3 EXPERIMENTS



Outcomes



Credibility



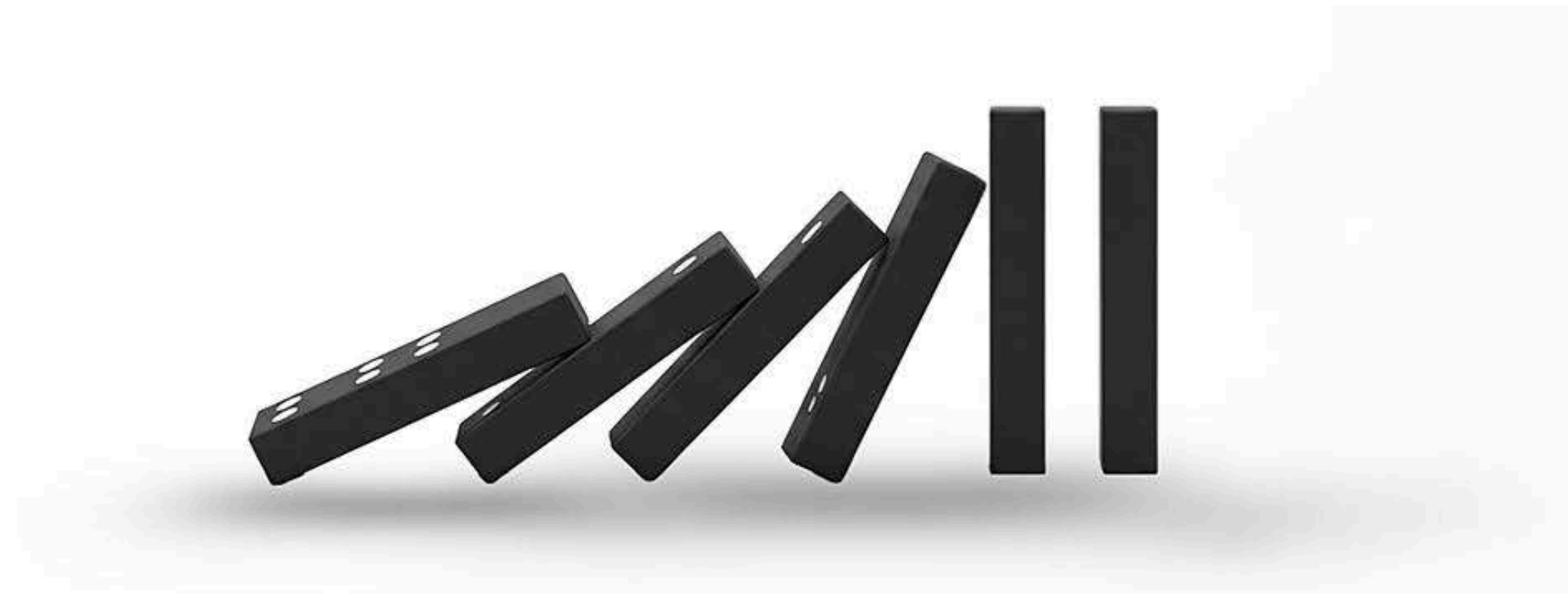
Experience



ONE SIGNAL, MANY TOUCHPOINTS

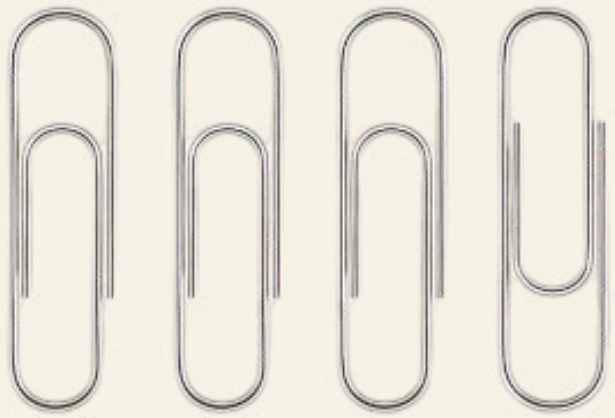
1 CLARITY 2 SIGNALS 3 EXPERIMENTS

Signals → Recall → Influence → Choice



1 CLARITY 2 SIGNALS 3 EXPERIMENTS





CHANGE ONE VARIABLE

1 CLARITY 2 SIGNALS 3 EXPERIMENTS

Hypothesis Test Scale Learn



1 CLARITY 2 SIGNALS 3 EXPERIMENTS

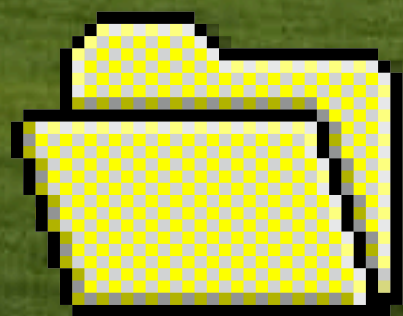
**MEASURE
MOVEMENT**

Insert

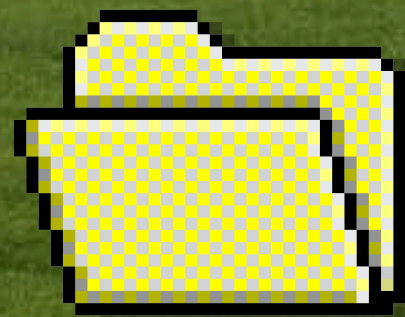
**NOT
VANITY**

Delete

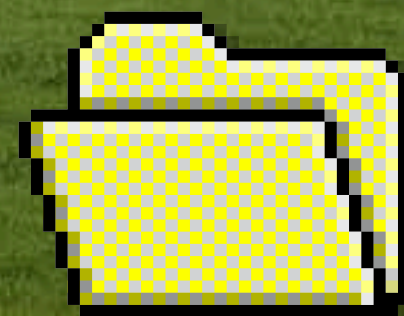
1 CLARITY 2 SIGNALS 3 EXPERIMENTS



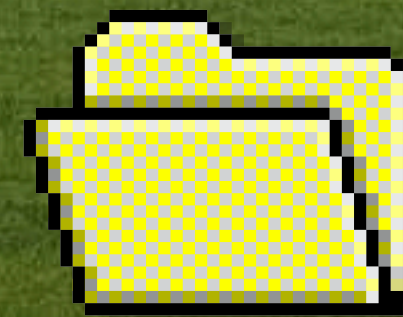
Enquiries



Referrals



Return
visits



Qualified
conversations

Act 4: The action: map touchpoints, build your engine



**Map your distribution
surface area**

Look beyond channels



awareness

action

where are we inconsistent?

trust

1 Clarity 2 Signals 3 Experiments

signal 3

**Your audience
experiences one
brand**

signal 2

signal 1

**The old job was to
broadcast.**



**The new job is to
build influence.**



website

events

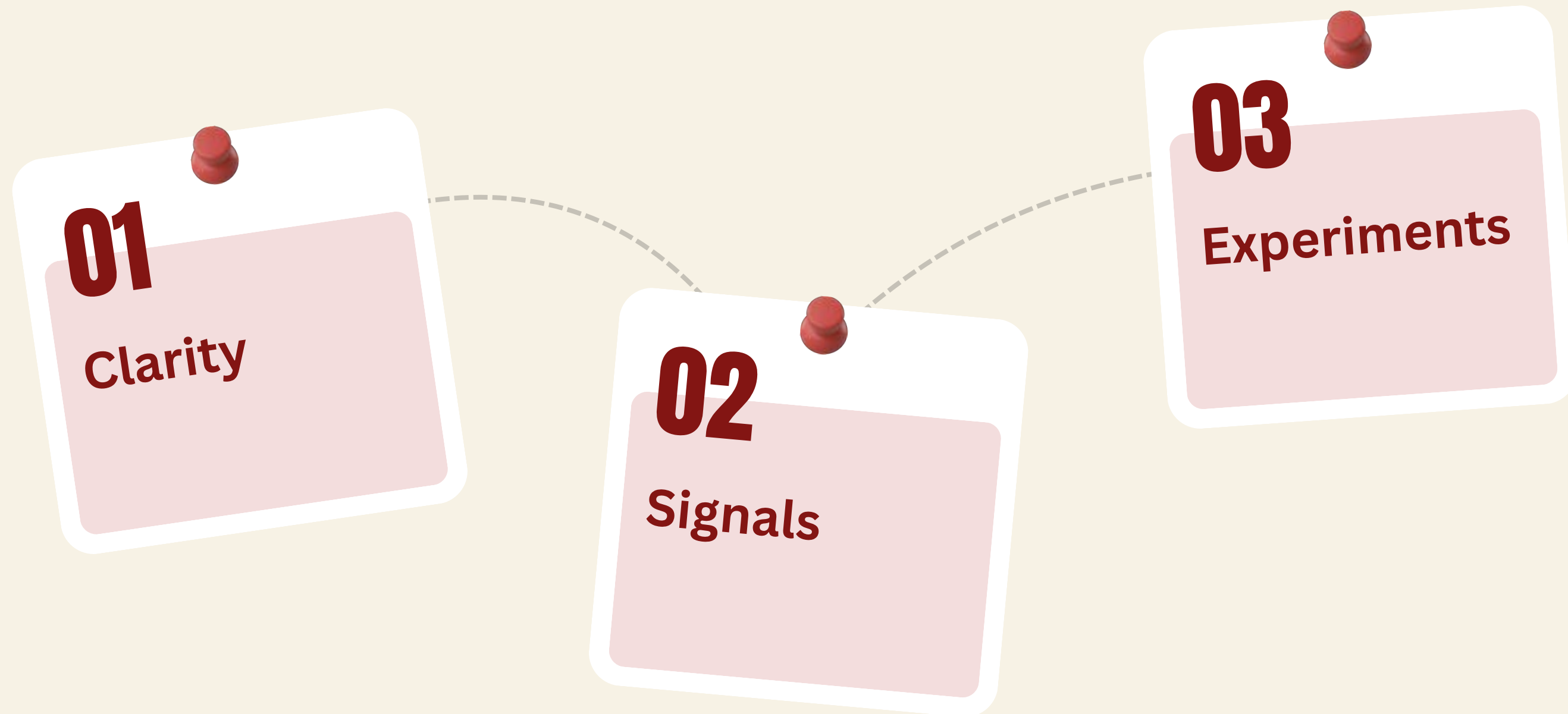
**The brands that win feel
consistent wherever you
meet them.**

stories

search

word of mouth

So modern marketing comes down to 3 moves:



A silver flip phone is shown from a top-down perspective, centered against a dark red background. The phone's screen is illuminated and displays the word "ALERT!" in a bright green, monospace-style font. Below the word is a horizontal dotted line, also in green. Underneath the line, the text "be different." and "but be deliberate." is displayed in the same green font, stacked on two lines. The phone's physical keypad, including a directional pad and several function buttons, is visible at the bottom of the device.

ALERT!


be different.
but be deliberate.

thank you




Grace Andrews  · 2nd

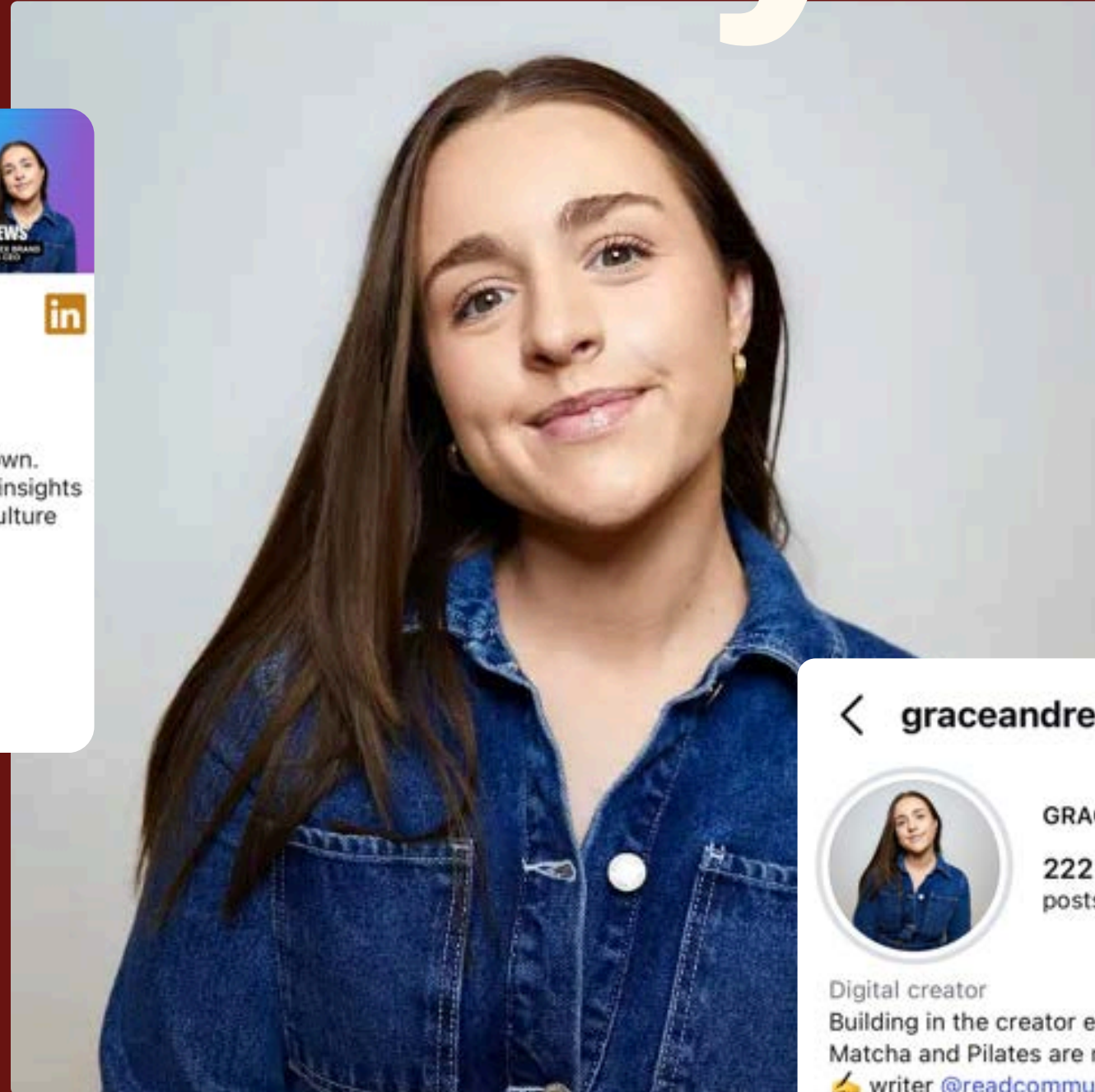
Scaled global creator brands - now building my own. Creator Entrepreneur sharing unfiltered lessons, insights and perspectives on Brand, Content & Creator Culture whilst building in real time.

 Top Voice

London, England, United Kingdom

[Watch My Latest Vlog!](#) 

149,971 followers



 **graceandrewsss**   

 **GRACE ANDREWS**

222 posts	129K followers	1,620 following
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Digital creator
Building in the creator economy (also building a house)
Matcha and Pilates are my hobbies
👉 writer [@readcommunityservice](#)
↓ weekly vlogs