

The Marketing Funnel:

A Valuable Tool to Guide Consumer Communications

In sales and marketing, the marketing communications funnel visually represents each step of the customer journey, with the funnel broad at the top (before a consumer considers buying a product), then narrowing the closer a shopper gets to the purchase and brand loyalty phases. Many businesses structure their marketing and research utilizing this funnel because it provides a framework that guides how a consumer discovers and buys a product.

What is the Marketing Funnel

The four basic components of the marketing funnel are awareness, consideration, conversion and loyalty. (See Graphic 1.)



Graphic 1

The California Avocado Commission uses the marketing funnel for guidance when promoting California avocados, as three of the four main objectives of CAC Priority #1 in the

2025-2026 Strategic Business Plan align with the awareness-to-brand-loyalty levels of the marketing funnel:

- Maintain or increase California avocado awareness with our consumer targets (awareness)
- Maintain or increase perceived value and preference with our consumer targets (consideration and conversion)
- Build loyalty with existing and target new trade customers (loyalty)

CAC expands upon the differentiated levels of the marketing funnel by assigning specific tools and strategies that are effective in progressing a consumer from general awareness to brand loyalty. (See Graphic 2.)



Graphic 2

Awareness: For California avocado growers, it is not valuable to advertise just the product “avocados.” To secure a price differential for California avocados and differentiate


the locally grown fruit from fruit grown in other countries, CAC builds awareness about **California** avocados, the locally grown origin of the fruit, when they are in season and where to find them. CAC accomplishes this by running ads targeted at consumers who purchase avocados regularly but may not be aware of where their fruit comes from. The Commission also increases awareness of the brand by sharing California avocado growers' stories and what differentiates the brand with targeted audiences through social media channels and public relations outreach.

Consideration: This step involves a deeper dive into what makes California avocados unique and building trust with consumers by educating them about the premium quality of the fruit, how it is grown and the care growers take in producing their fruit. CAC utilizes advertisements, newsletters and endorsements from influencers and other credible third-party advocates that emphasize locally grown and sustainably farmed messaging. Ultimately this communication elevates

California avocados as a premium pick and builds support for the California avocado industry.

Conversion: A customer is convinced that California avocados meet their standards and preferences. Now what? When an individual visits a retail partner who merchandizes California avocados, CAC supports the retail chain with customer-specific programs that may include signage, displays and coupons that encourage sales at point of purchase.

Loyalty: CAC's efforts don't end with the purchase of a California avocado. To drive repeat California avocado purchases and build a broader fan base, the Commission utilizes engagement activity on social media and email, as well as consistent retail promotions to spur brand loyalty and ambassadorship. By establishing a loyal cohort of purchasers and an audience willing to tout their love for California avocados, the Commission builds a sustainable system of lifelong support for the brand. 🥑



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