

The sales funnel

Why people do not buy the first time, and how we bring them to get in touch step by step.

This guide's term, from Qamoos Tasweeq

What does Funnel mean?

Sales funnel
قمع المبيعات

They see you, get interested,
compare, then buy.

■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com

قاموس التسويق

One marketing term at a time, in plain words

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

[@qamoos_altswееq](https://www.instagram.com/qamoos_altswееq)

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ The idea

Many see you, few buy. That is normal.



At the top, many people know you. At the bottom, fewer buy. Our job is to move more people from each stage to the next.

■ In numbers

Example: out of 1,000 people who saw you

Each stage is smaller

This is normal for every business. What matters is that each stage grows over time.

We close the leaks

We find where people stop and fix that stage.

Retargeting

Brings back the people who stopped halfway and continues with them.

Illustrative numbers.



■ The stages

Four stages before buying

01

Awareness

People know you exist.

02

Interest

They follow you and ask questions.

03

Decision

They compare and read client reviews.

04

Purchase

They message, order, or visit.

■ Content for every stage

What people need at each stage, and what we measure

Stage	What they need	The right content	The number we watch
Awareness	To know who you are and what you offer	Short video, introduction ad	Reach and views
Interest	A reason to follow you	Tips, behind the scenes, Q and A	Engagement, saves, follows
Decision	Proof that you are worth it	Client reviews, before and after, prices	Profile and website visits
Purchase	An easy way to order	A clear offer and a WhatsApp button	Messages and orders

■ Where clients leak away

Six places clients get lost, and how we fix them

01

No trust

We add client reviews, ratings, and real photos.

02

Unclear price

We show the price or "starting from" instead of "DM for price".

03

Slow reply

Ready replies, a welcome message, and one person in charge of fast replies.

04

Hard to order

One clear button: WhatsApp, call, or website.

05

Cannot find you

An updated Google Maps profile with number, location, and hours.

06

Forgot you

Retargeting reminds them of you with a new message.

■ The bottom line

Do not ask someone who just met you to buy

Every stage has its message. **The direct offer** is for those who reached the decision stage, and **useful content** is for those still getting to know you. Mix them up and you lose both.

Three terms from this guide

What does **Funnel** mean?

Sales funnel | قمع المبيعات

The stages a person goes through from first seeing you to buying.

In plain words: They see you, get interested, compare, then buy.

What does **Conversion** mean?

التحويل

When a person takes the step you want: a message, a booking, or a purchase.

In plain words: From viewer to client.

What does **CTA** mean?

دعوة لاتخاذ إجراء | Call to action

The line or button that tells people what to do next.

In plain words: “Message us now” or “Book your visit”.



Have another question?

We will explain it with numbers, in plain words.



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