Figure 1

Every round, from three strands to one message

This document is part of the Marketing Helix development history. It is preserved as an exploration or earlier version, not as the current canonical model. The current model is at marketinghelix.com/principles/.

45 drawings, 5 pieces of replaced text. Each is dated and marked Current, Superseded, Archived or Exploration.
The Marketing Helix was developed by Mike Millett. marketinghelix.com/model-history/
Compiled October 10, 2026.

Figure 1: what it was, and what became of it

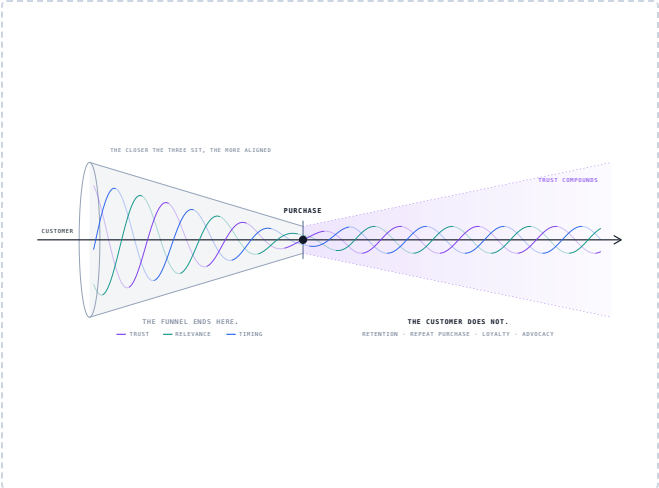
Figure 1 is the picture that opens the model: the Marketing Helix describes what happens inside your funnel.

It began the morning of October 10, 2026 with three lines for trust, relevance and timing. Readers took them for measured waves, and three restylings did not change that. The three lines became one: a single marketing message orbiting the customer, taken from the Helix on the Digilu homepage and turned a quarter turn.

Round F: one orbit and a plain wedge. Round H: a real funnel shape, the orbit seen through it and never cut, the viewing angle lowered so tight turns stay whole loops. Round I: a finishing pass. Candidate I1 was approved in principle the same day and is the current figure.

45 DRAWINGS FOLLOW, OLDEST FIRST

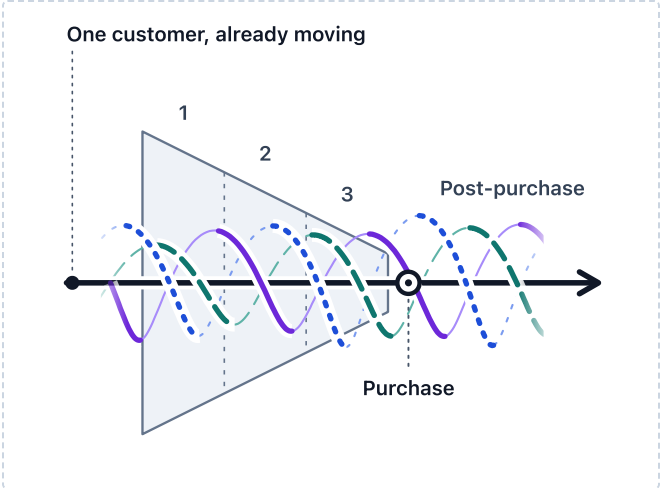
Every drawing



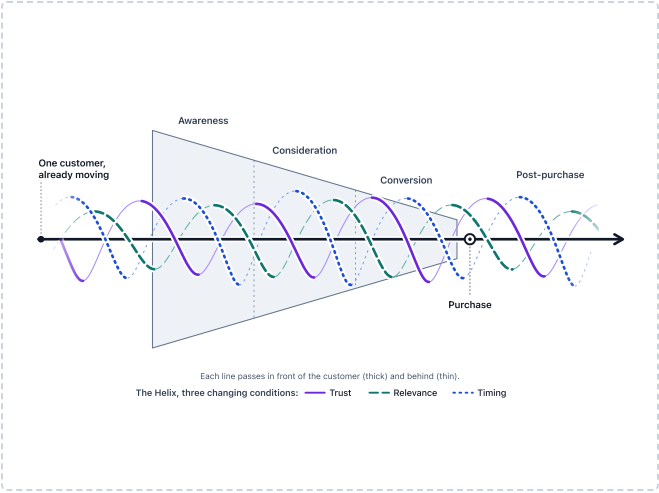
SUPERSEDED **The model in one picture, version 1 of 1**

October 1, 2026, 8:58 AM

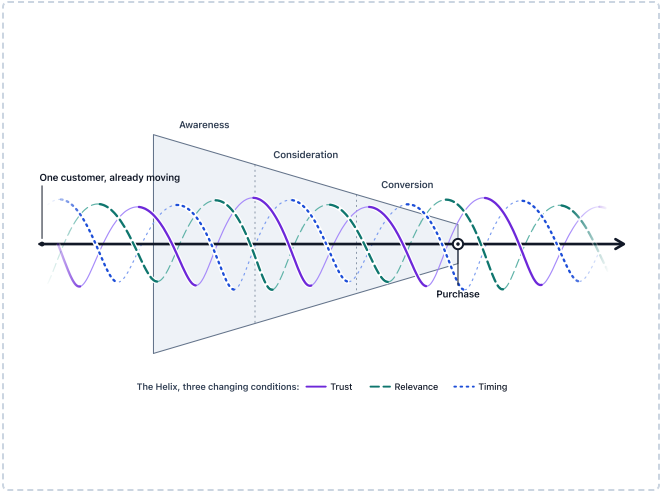
PURCHASE; THE FUNNEL ENDS HERE.; THE CUSTOMER DOES NOT.; RETENTION · REPEAT PURCHASE · LOYALTY · ADVOCACY; TRUST COMPOUNDS; CUSTOMER; TRUST; RELEVANCE; TIMING; THE CLOSER THE THREE SIT, THE MORE ALIGNED



SUPERSEDED **Figure 1, three strands: narrow**



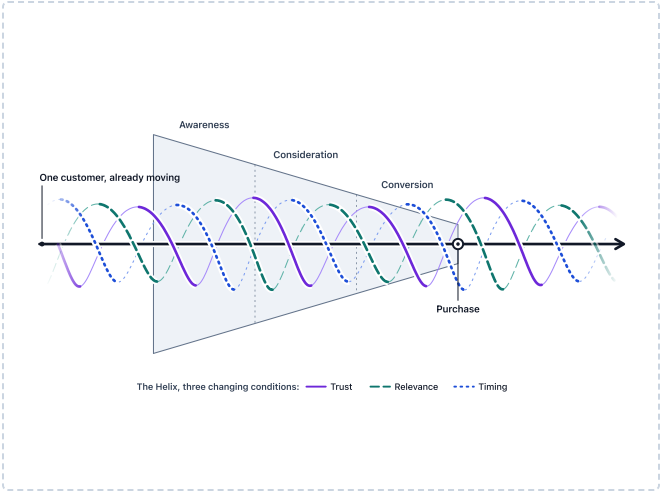
SUPERSEDED **Figure 1, three strands: wide**



SUPERSEDED **Figure 1, three strands, version 1 of 5**

October 10, 2026, 7:20 AM

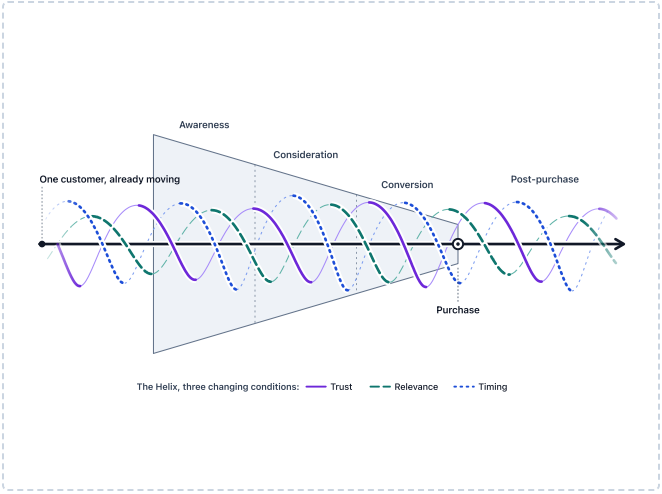
Awareness; Consideration; Conversion; Purchase; One customer, already moving; The Helix, three changing conditions:; Trust; Relevance; Timing



SUPERSEDED **Figure 1, three strands, version 2 of 5**

October 10, 2026, 7:25 AM

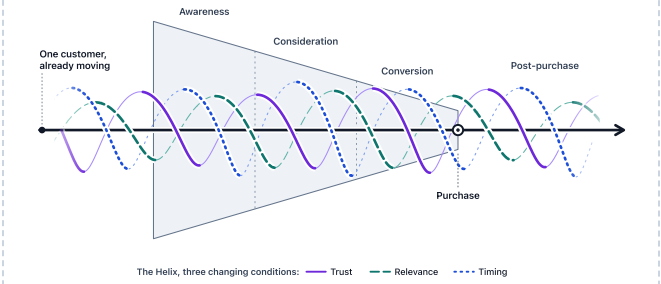
Awareness; Consideration; Conversion; Purchase; One customer, already moving; The Helix, three changing conditions:; Trust; Relevance; Timing



SUPERSEDED **Figure 1, three strands, version 3 of 5**

October 10, 2026, 7:30 AM

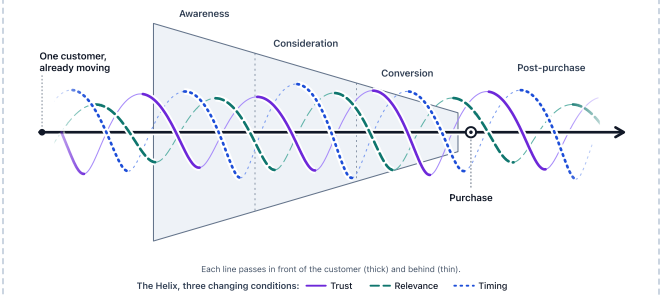
Awareness; Consideration; Conversion; Purchase; Post-purchase; One customer, already moving; The Helix, three changing conditions:; Trust; Relevance; Timing



SUPERSEDED **Figure 1, three strands, version 4 of 5**

October 10, 2026, 8:56 AM

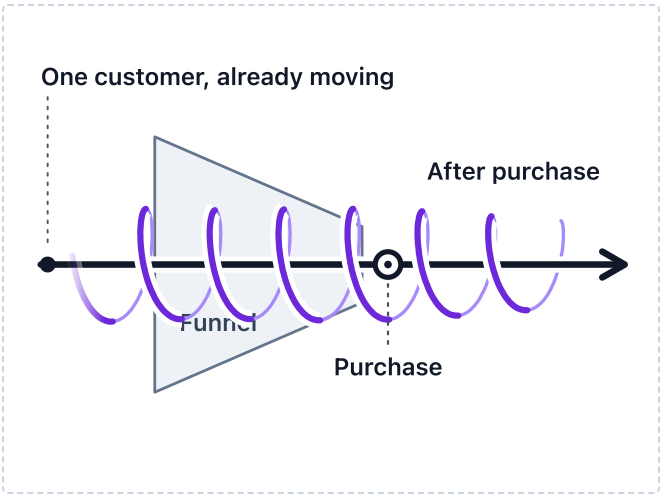
Awareness; Consideration; Conversion; Purchase; Post-purchase; One customer,; already moving; The Helix, three changing conditions:; Trust; Relevance; Timing



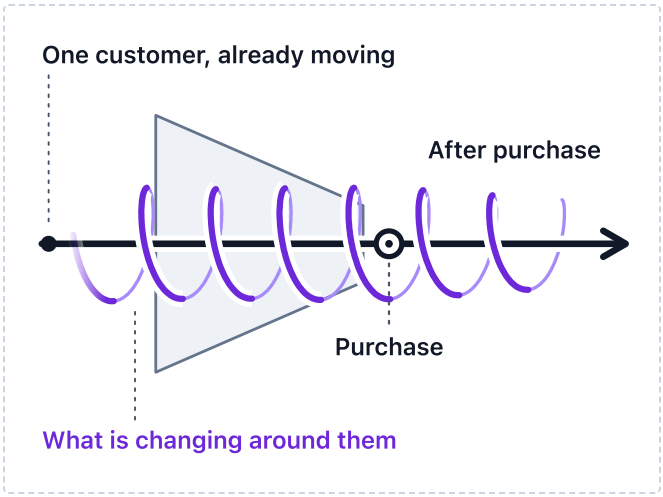
SUPERSEDED **Figure 1, three strands, version 5 of 5**

October 10, 2026, 9:09 AM

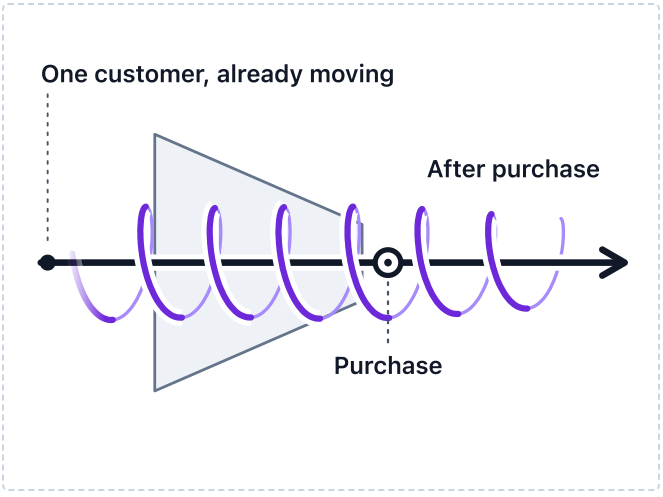
Awareness; Consideration; Conversion; Purchase; Post-purchase; One customer,; already moving; The Helix, three changing conditions:; Trust; Relevance; Timing; Each line passes in front of the customer (thick) and behind (thin).



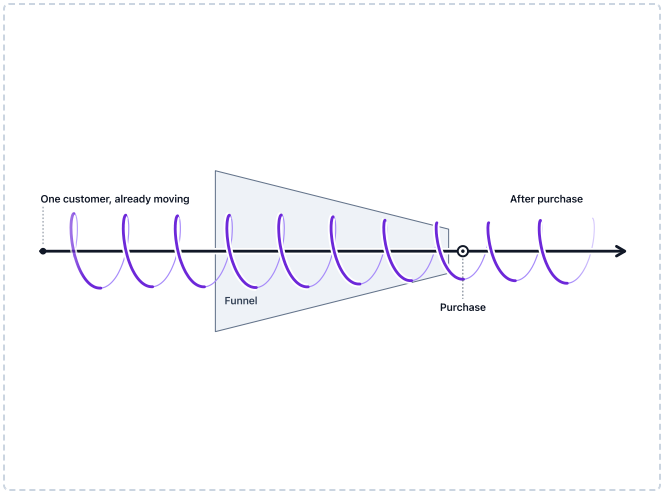
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 mobile funnel labeled**



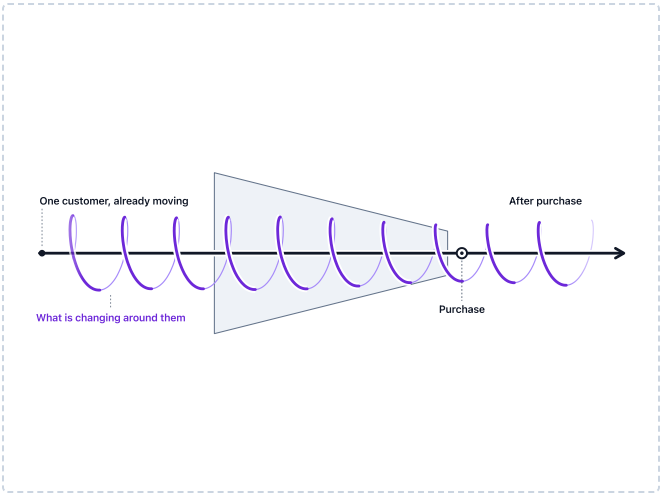
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 mobile helix named**



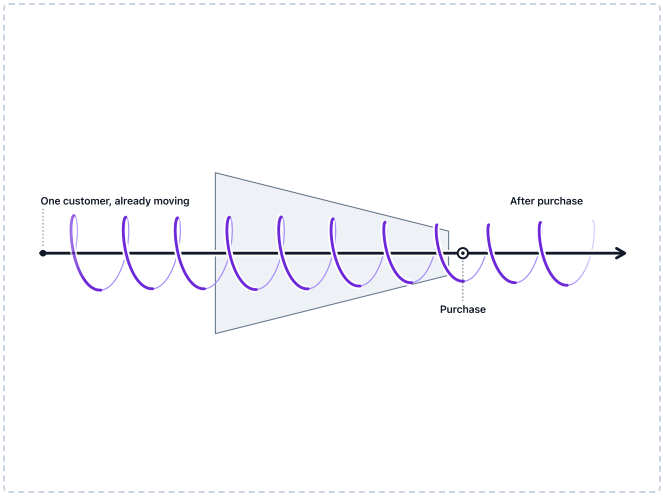
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 mobile**



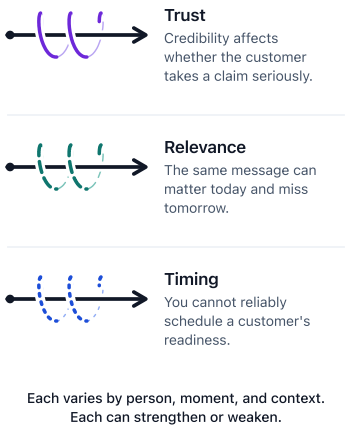
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 wide funnel labeled**



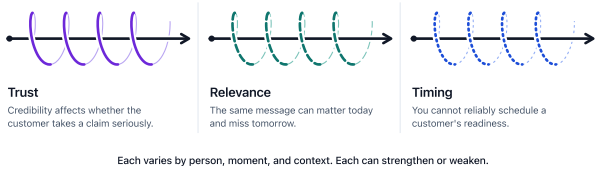
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 wide helix named**



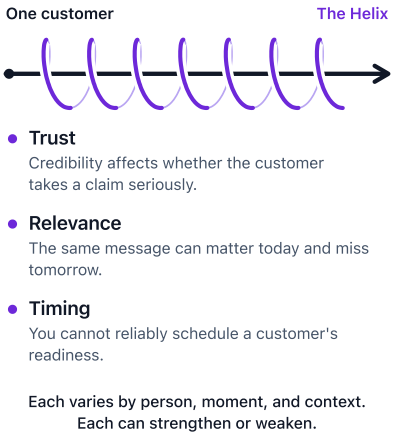
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 1 wide**



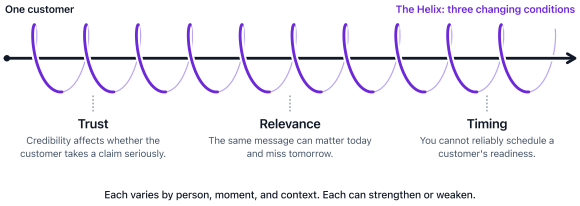
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 2a mobile**



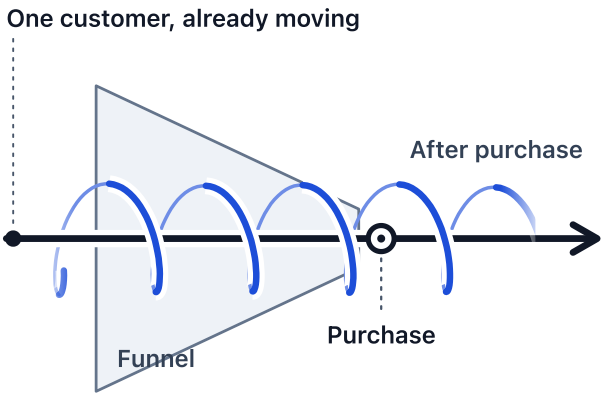
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 2a wide**



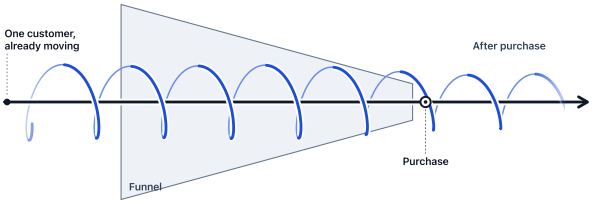
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 2b mobile**



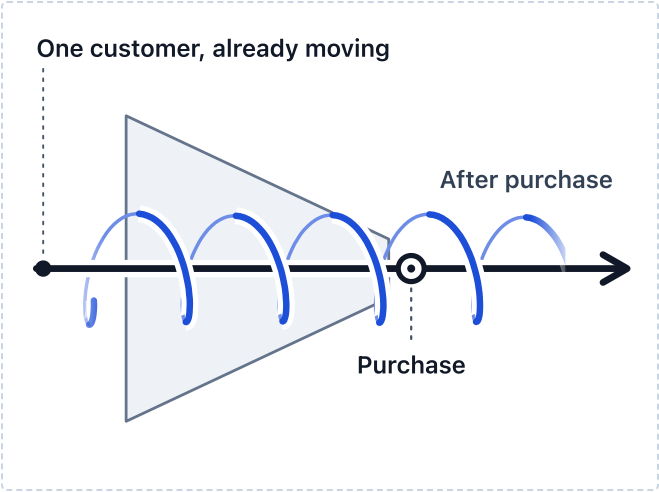
EXPLORATION **Earlier Figure 1 and Figure 2 candidates: figure 2b wide**



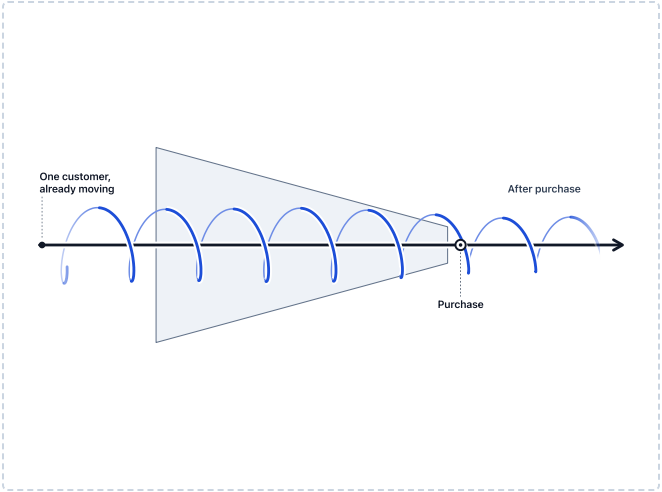
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 1 named funnel narrow**



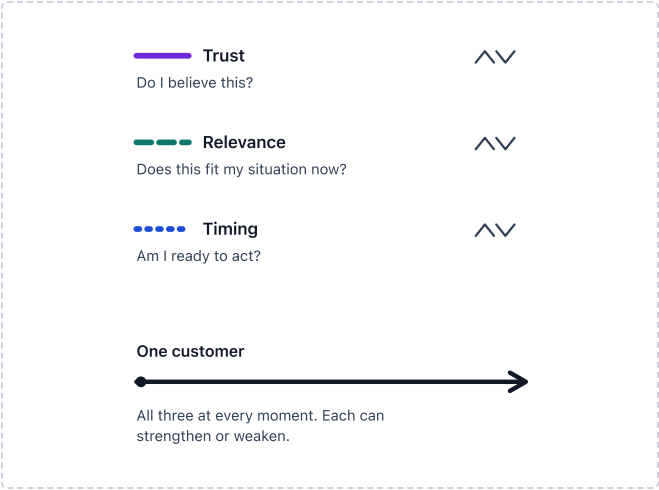
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 1 named funnel wide**



EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 1 narrow**



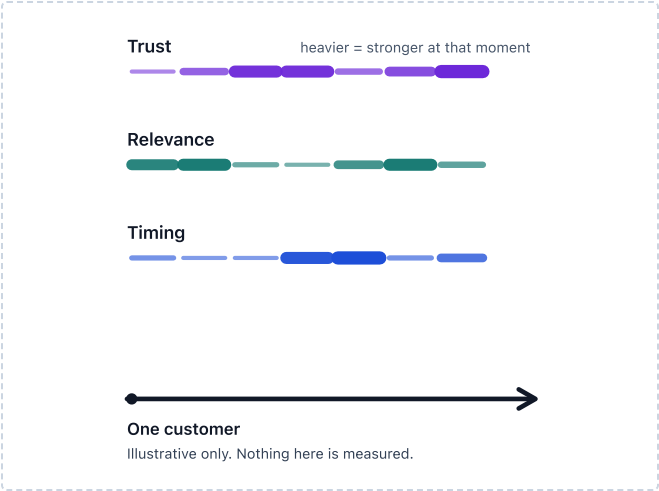
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 1 wide**



EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 2a questions narrow**



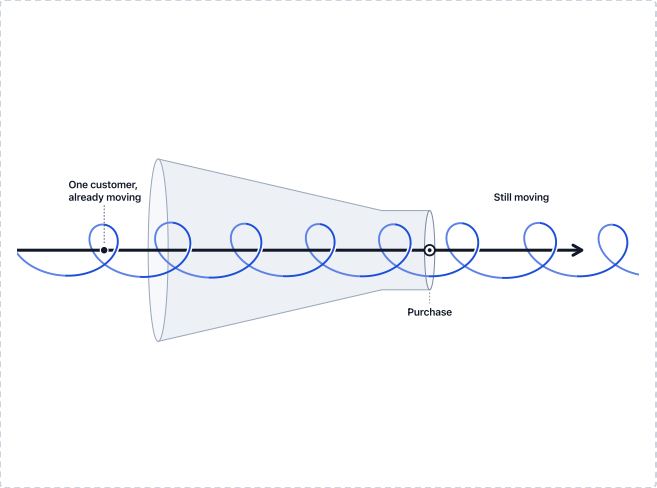
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 2a questions wide**



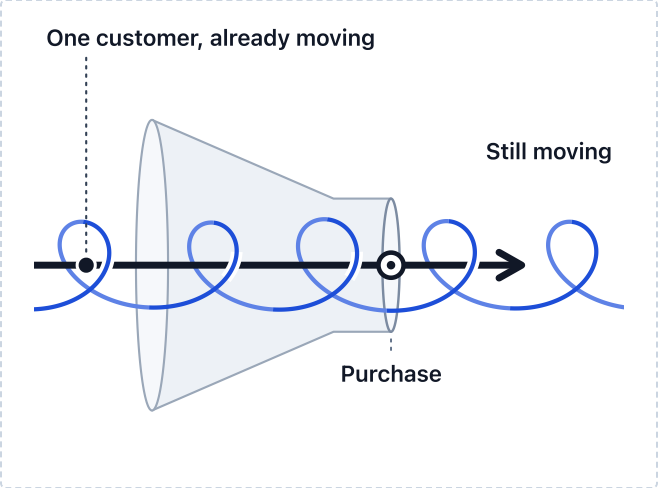
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 2b three lines narrow**



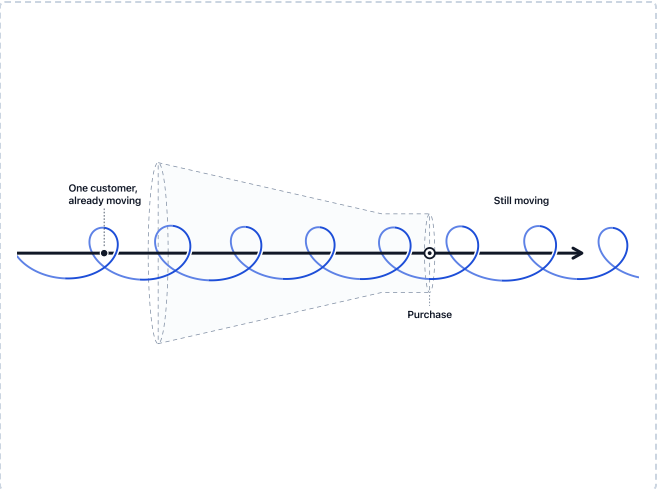
EXPLORATION **Earlier Figure 1 and Figure 2 candidates, second set: figure 2b three lines wide**



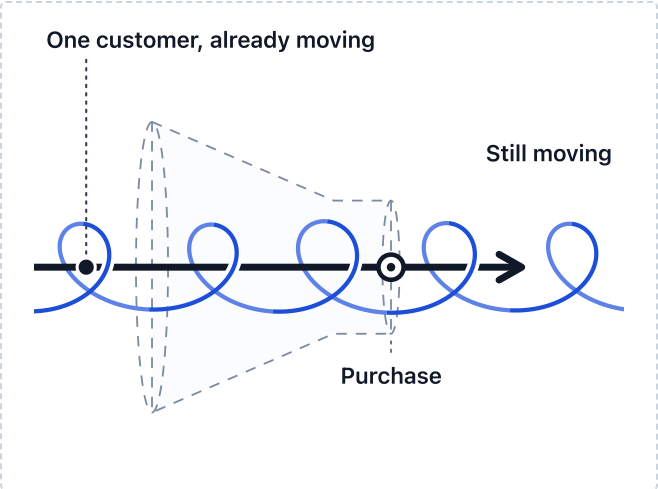
SUPERSEDED **Figure 1, round c, candidate C1**



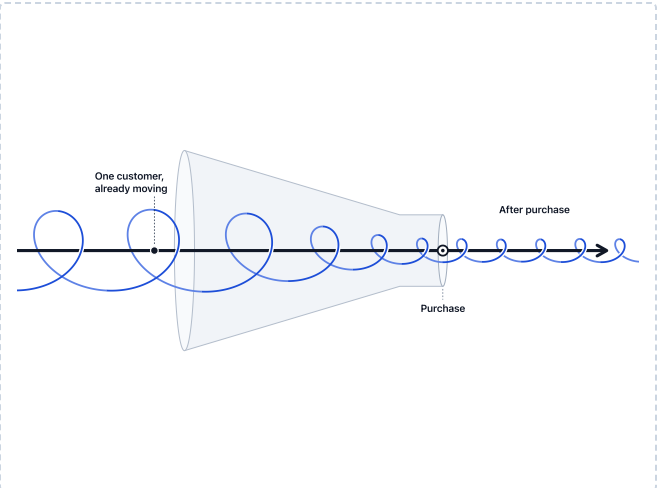
SUPERSEDED **Figure 1, round c, candidate C1, phone**



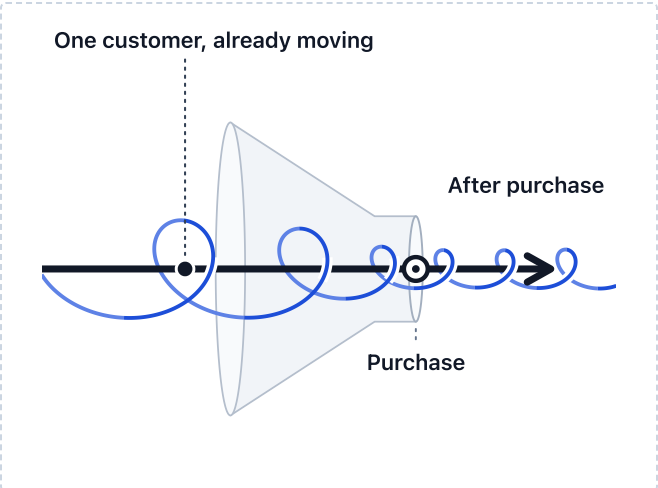
SUPERSEDED **Figure 1, round c, candidate C2**



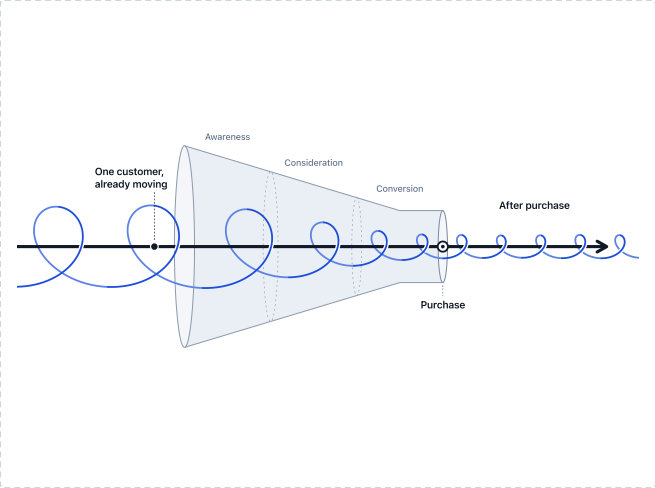
SUPERSEDED **Figure 1, round c, candidate C2, phone**



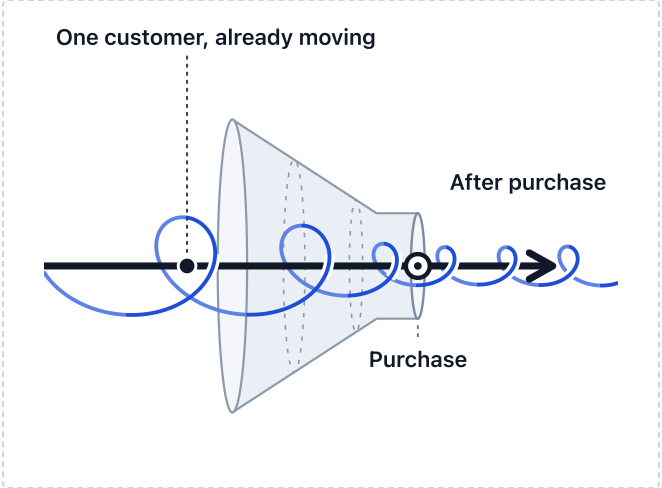
SUPERSEDED **Figure 1, round d, candidate D1**



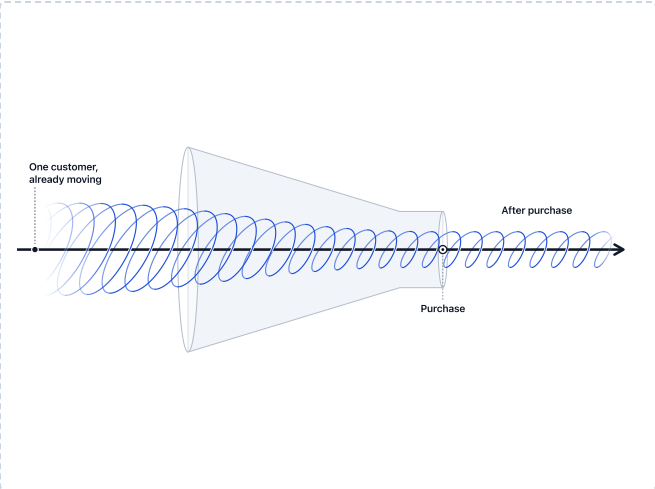
SUPERSEDED **Figure 1, round d, candidate D1, phone**



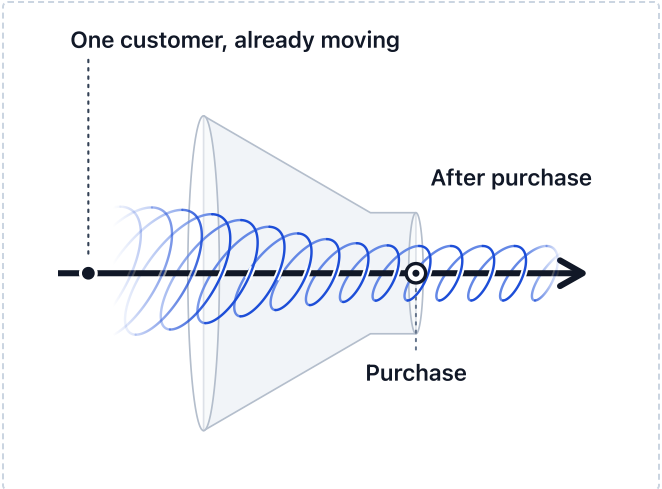
SUPERSEDED **Figure 1, round d, candidate D2**



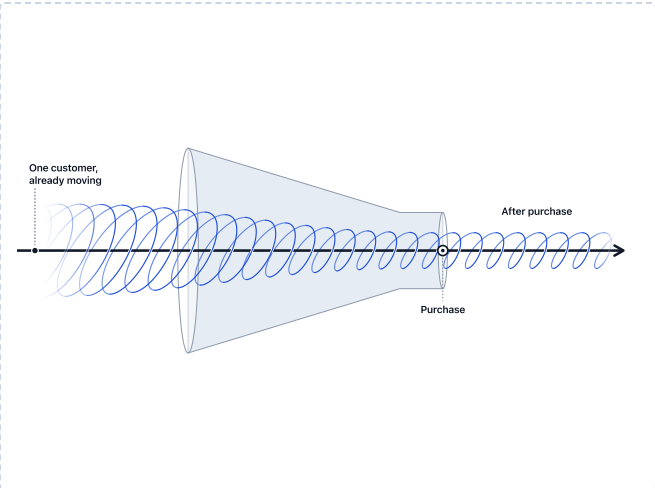
SUPERSEDED **Figure 1, round d, candidate D2, phone**



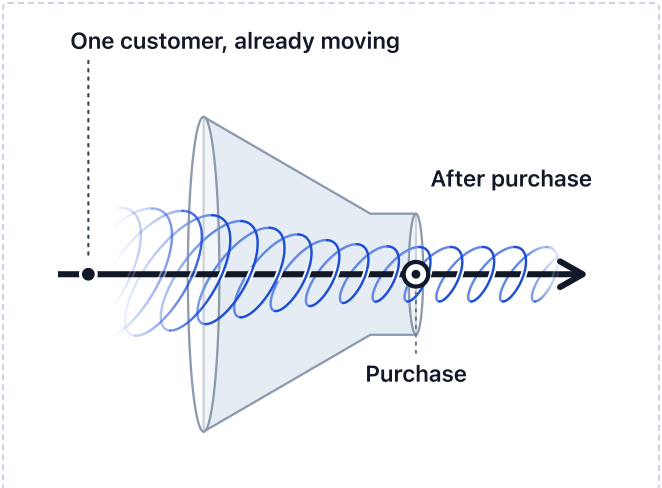
SUPERSEDED **Figure 1, round e, candidate E1**



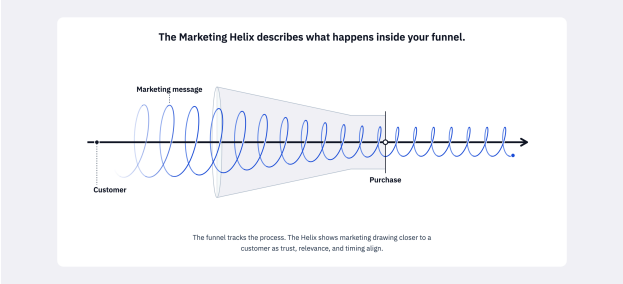
SUPERSEDED **Figure 1, round e, candidate E1, phone**



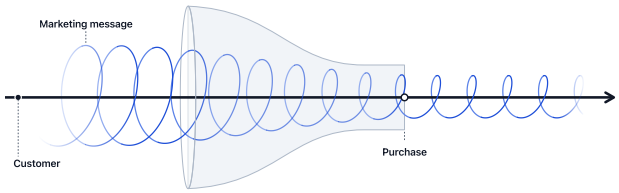
SUPERSEDED **Figure 1, round e, candidate E2**



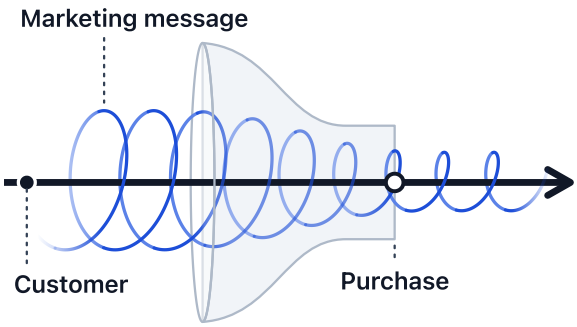
SUPERSEDED **Figure 1, round e, candidate E2, phone**



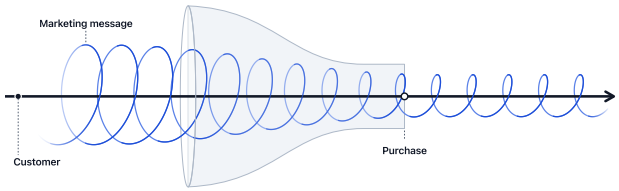
SUPERSEDED **Figure 1, round F**



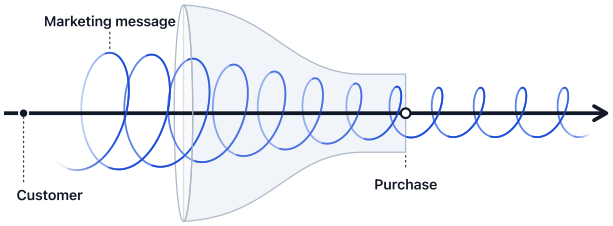
SUPERSEDED **Figure 1, round H, candidate H1**



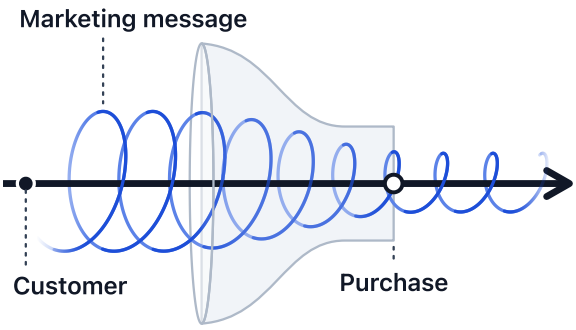
SUPERSEDED **Figure 1, round H, candidate H1, phone**



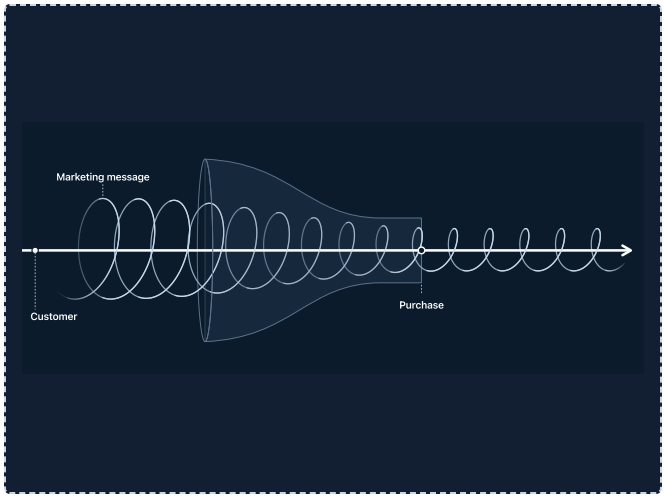
CURRENT **Figure 1, round I, candidate I1 (the approved figure)**



CURRENT **I1, tablet**



CURRENT **I1, phone**



CURRENT **I1, on navy**

The words that went with it

Captions, titles and headings that were replaced, exactly as they read.

- `/`
  The funnel ends at the sale. The customer doesn’t. Before a purchase, trust , relevance and timing circle the customer and move closer as they align. The funnel stops at the purchase. The customer keeps moving, the three forces stay close, and trust compounds into retention, repeat purchase, loyalty and advocacy.
- `/post-purchase/`
  Where the funnel stops, the customer keeps going. The funnel narrows to the purchase and stops there. The customer keeps moving. Trust , relevance and timing stay close, and trust compounds into retention, repeat purchase, loyalty and advocacy. Everything to the right of the purchase is the subject of this page.
- `/essays/fly-by-gravity-to-marketing-helix/`
  The Marketing Helix: Complete Model
- `/essays/fly-by-gravity-to-marketing-helix/`
  The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers. Every prior name in the lineage is contained in this one picture.
- `/marketing-helix-diagrams.html`
  The complete model. The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers.