The Funnel

From the picture everyone knows to the funnel on its side

> 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/.

15 drawings, 17 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 Each is dated and marked Current, Superseded, Archived or Exploration.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.

The Funnel: what it was, and what became of it

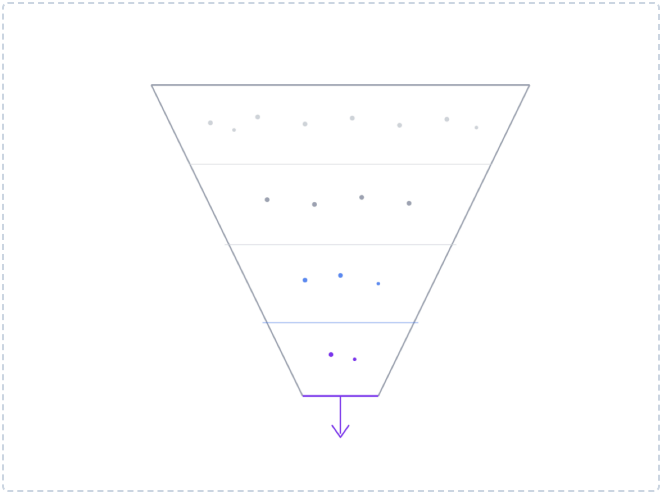
The marketing funnel was always in the model, first as the thing to argue with. Until October 10, 2026 it was drawn upright, with customers falling through it, and described as legacy.

On that day the position changed. The funnel is kept: it shows where the customer is in the company's process. It was turned on its side so that time runs left to right and the customer can be seen moving through it. The upright funnel stays as the first picture in the sequence, as the drawing being turned.

What became of it: three stages, awareness, consideration and conversion, with the purchase as the ring at the end. A version with four stages lasted one hour.

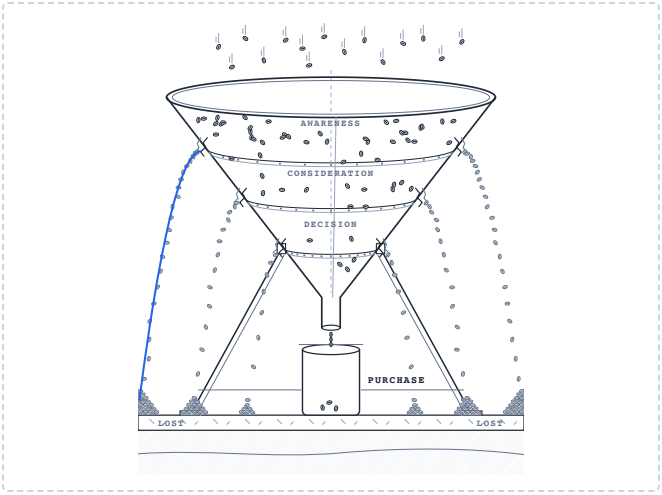
15 DRAWINGS FOLLOW, OLDEST FIRST

Every drawing



ARCHIVED **07. The old marketing funnel**

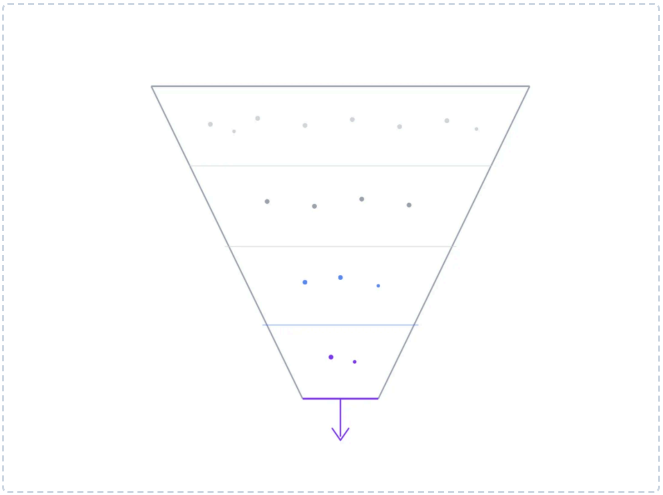
From the original diagram set



SUPERSEDED **The Traditional Funnel**

Taken off /helix-vs-funnel/ on October 10, 2026

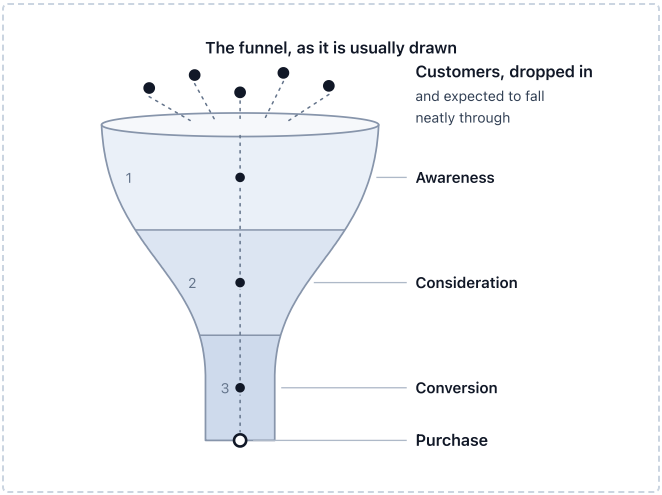
The funnel assumes customers enter at the top and fall through stages: awareness, consideration, decision, purchase. Each stage filters out more. The model is linear, sequential, and controlled by the marketer. Most customers never reach the bottom.



SUPERSEDED **The funnel.**

Taken off mikemillett.com/ideas/marketing-helix/ on October 10, 2026

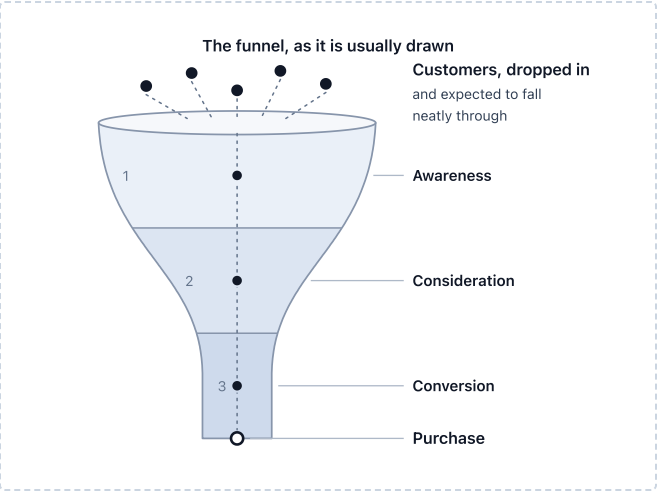
Alt text: The old marketing funnel: a narrowing cone the company designs



SUPERSEDED **The funnel, as it is usually drawn, version 1 of 3**

October 10, 2026, 2:22 PM

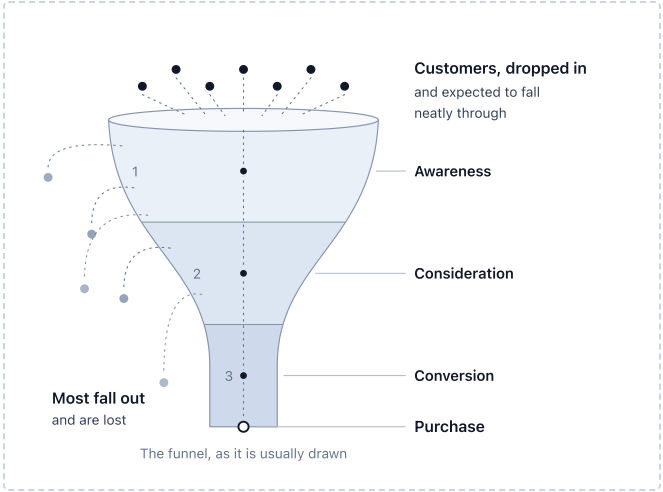
The funnel, as it is usually drawn; 1; Awareness; 2; Consideration; 3; Conversion; Purchase; Customers, dropped in; and expected to fall; neatly through



SUPERSEDED **The funnel, as it is usually drawn, version 2 of 3**

October 10, 2026, 2:26 PM

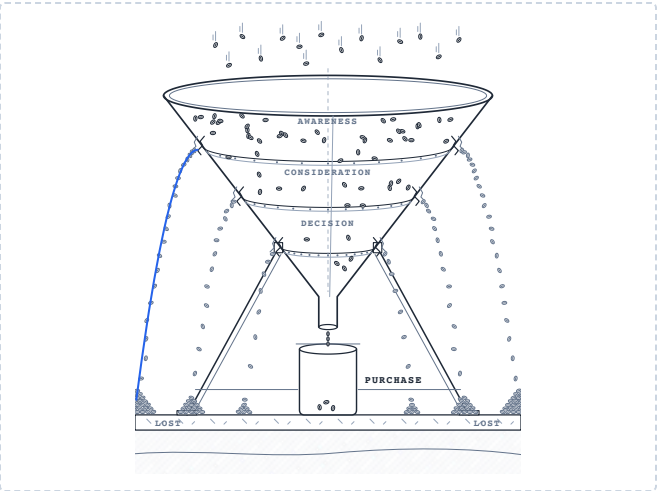
The funnel, as it is usually drawn; 1; Awareness; 2; Consideration; 3; Conversion; Purchase; Customers, dropped in; and expected to fall; neatly through



CURRENT **The funnel, as it is usually drawn, version 3 of 3**

October 11, 2026, 1:47 AM

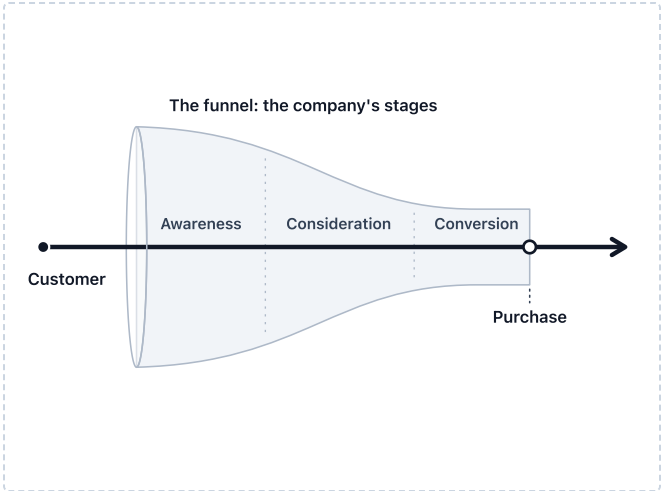
1; 2; 3; Awareness; Consideration; Conversion; Purchase; Customers, dropped in; and expected to fall; neatly through; Most fall out; and are lost; The funnel, as it is usually drawn



SUPERSEDED **The marketing funnel, version 1 of 9**

October 1, 2026, 9:46 AM

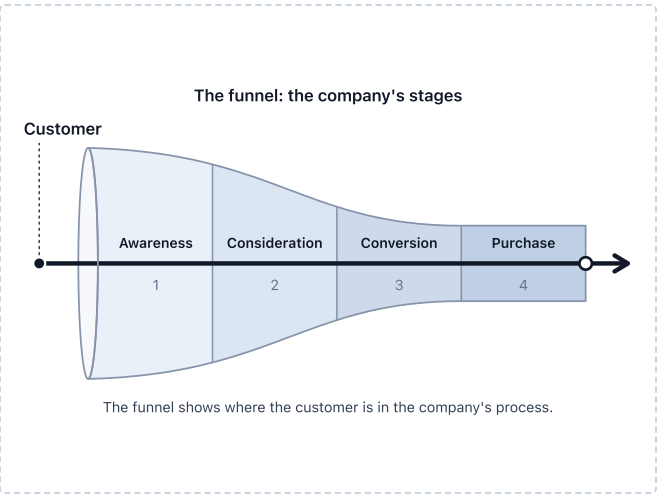
AWARENESS; CONSIDERATION; DECISION; PURCHASE; LOST; LOST



SUPERSEDED **The marketing funnel, version 2 of 9**

October 10, 2026, 12:34 PM

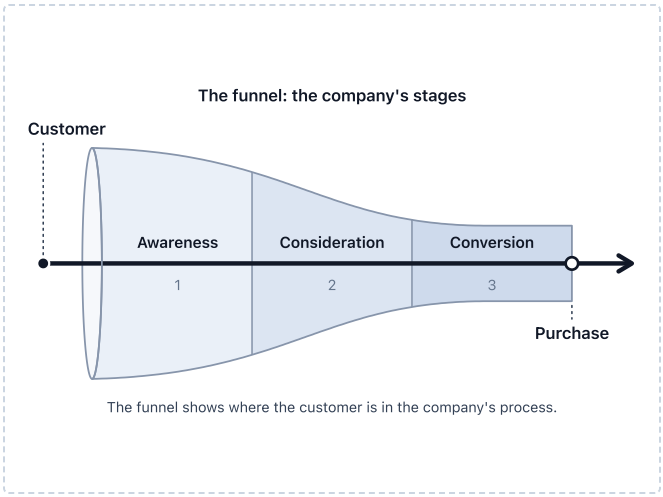
Awareness; Consideration; Conversion; Purchase; Customer; The funnel: the company's stages



SUPERSEDED **The marketing funnel, version 3 of 9**

October 10, 2026, 2:12 PM

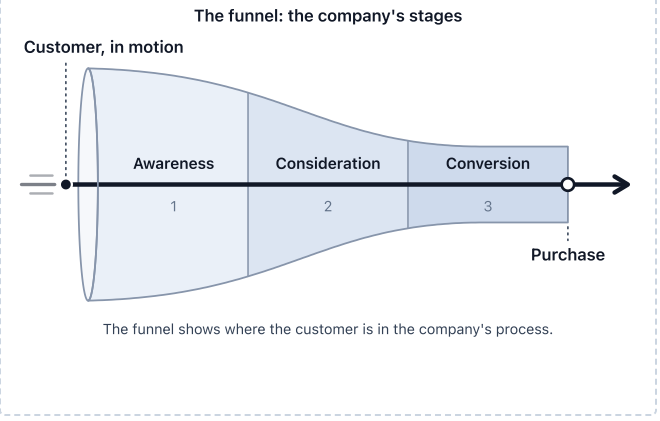
The funnel: the company's stages; Awareness; 1; Consideration; 2; Conversion; 3; Purchase; 4; Customer; The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 4 of 9**

October 10, 2026, 2:15 PM

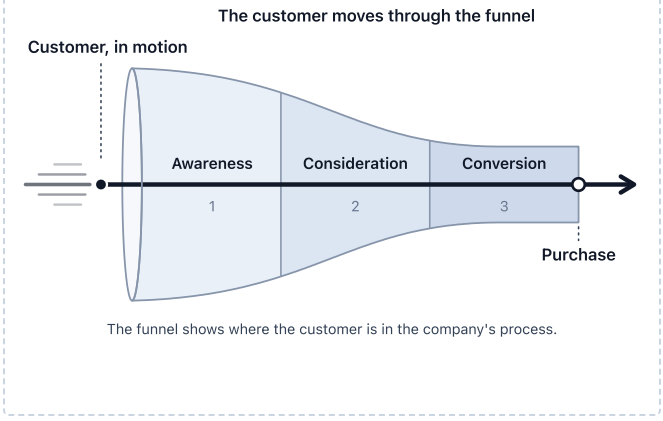
The funnel: the company's stages; Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer; The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 5 of 9**

October 10, 2026, 2:26 PM

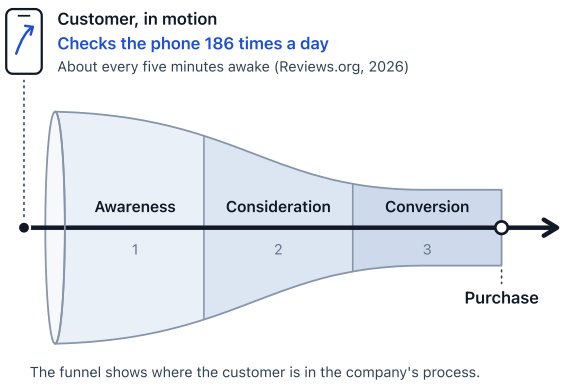
The funnel: the company's stages; Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 6 of 9**

October 10, 2026, 2:28 PM

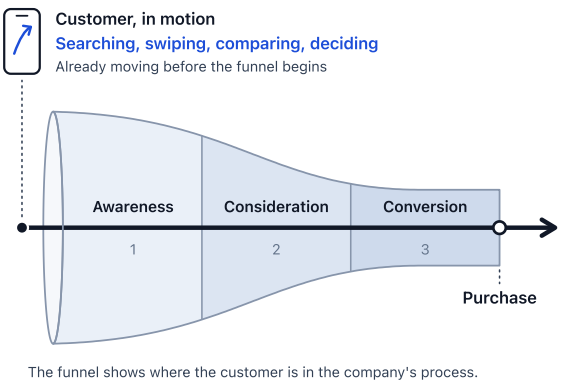
The customer moves through the funnel; Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 7 of 9**

October 10, 2026, 2:35 PM

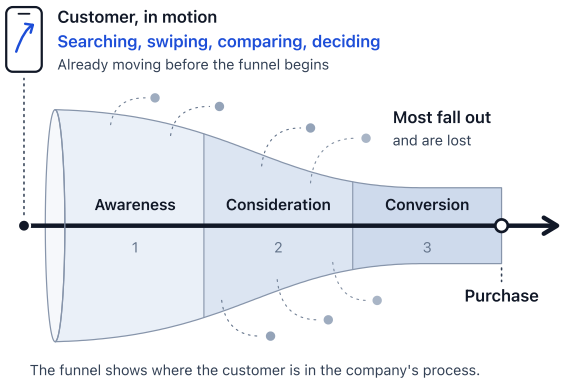
Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; Checks the phone 186 times a day; About every five minutes awake (Reviews.org, 2026); The funnel shows where the customer is in the company's process.



SUPERSEDED **The marketing funnel, version 8 of 9**

October 10, 2026, 3:16 PM

Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; Searching, swiping, comparing, deciding; Already moving before the funnel begins; The funnel shows where the customer is in the company's process.



CURRENT **The marketing funnel, version 9 of 9**

October 11, 2026, 1:54 AM

Awareness; 1; Consideration; 2; Conversion; 3; Purchase; Customer, in motion; Searching, swiping, comparing, deciding; Already moving before the funnel begins; The funnel shows where the customer is in the company's process.; Most fall out; and are lost

The words that went with it

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

- `/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.
- `/essays/funnel-to-gravity-funnel/`
  The Traditional Marketing Funnel
- `/essays/`
  The complete Marketing Helix. The customer is the straight line through the middle, and it moves up, while trust, relevance, and timing wind around it and close in until a message is pulled into active consideration. The funnel ends at the purchase; the customer does not. Everything the earlier names reached for is contained here.
- `/helix-art.html`
  The Old Marketing Funnel
- `/helix-art.html`
  The funnel assumes every customer comes in the same door and moves through the same stages in order: awareness, consideration, decision, purchase. Drawn here as a store with one set route, up floor by floor to a single till. Baskets are left behind at every stage. The model is linear, sequential, and controlled by the marketer. Most customers never reach the till.
- `/helix-vs-funnel/`
  The funnel was built for a world where media was controlled and exposure was bounded.
- `/helix-vs-funnel/`
  The Traditional Funnel
- `/helix-vs-funnel/`
  The funnel assumes customers enter at the top and fall through stages: awareness, consideration, decision, purchase. Each stage filters out more. The model is linear, sequential, and controlled by the marketer. Most customers never reach the bottom.
- `/helix-vs-funnel/`
  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. Entry happens at any point, from any angle.
- `/`
  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. The model → After the purchase →

- `/`
  The funnel assumes linear, brand-controlled progression. Customers enter at the top and fall toward purchase. Most never reach the bottom. There is no motion: only attrition.

- `/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.

- `/marketing-helix-diagrams.html`
  The funnel assumes customers enter at the top and fall through stages: awareness, consideration, decision, purchase. Each stage filters out more. The model is linear, sequential, and controlled by the marketer. Most customers never reach the bottom. There is no mechanism for non-linear entry, trust accumulation, or post-purchase re-entry.

- `/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.

- `/model/`
  The funnel ends at the purchase. The customer keeps moving, and trust, relevance, and timing stay wound around them. Where trust keeps growing, a purchase can become retention, another purchase, loyalty, or influence. And trust compounds: customers who trust you influence new potential customers.

- `/post-purchase/`
  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. The whole model →