



# Challenges People Face During Lower-Funnel Marketing

The term "marketing funnel" is frequently used to describe the procedure that converts a lead into a customer. This funnel represents a prospect's stages, from learning about your business for the first time to becoming a customer.

Read More : <https://onlinedigitalmarketingagency.mystrikingly.com/blog/challenges-people-face-during-lower-funnel-marketing>

