

# Modern *Marketing* Funnel

Capture < Communicate < Convert

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AUDIENCE 1

## COLD

Strangers. 1.7 seconds to stop the scroll. Use **ACTA**. Never sell here.

AUDIENCE 2

## WARM

They follow. Forming a belief. Use **PACC**. Invite, don't push.

AUDIENCE 3

## HOT

Hand raised. 48-hour window. Use **HOT**. Private only.

### THE FOUR FRAMEWORKS

## A · C · T · A

FOR COLD

Stop the scroll. Earn the right to be remembered.

- |   |  |
|---|--|
| <b>A</b> <b>Attention</b><br>Pattern Interrupt / Bold Pain / Contrarian Truth | <b>C</b> <b>Curiosity</b><br>Open Loop · Short Beat · Teased Reveal    |
| <b>T</b> <b>Trust</b><br>Specific Numbers · Named Results · Lived Proof       | <b>A</b> <b>Action (Soft)</b><br>Save · Follow · Comment · Share · Tag |

## P · A · C · C

FOR WARM

Use their language. Build belief, not bombast.

- |   |   |
|---|---|
| <b>P</b> <b>Pattern Interrupt</b><br>Challenge a belief they already hold | <b>A</b> <b>Acknowledge</b><br>Use their EXACT DM language · Recognition Response |
| <b>C</b> <b>Clarity</b><br>One insight. One sentence. Screenshot-able.    | <b>C</b> <b>CTA (Invite)</b><br>"DM me INSIGHT for the full breakdown."           |

## H · O · T

FOR READY BUYER

Sell only to those raising their hand. Private only.

- |   |  |
|---|--|
| <b>H</b> <b>Hook (Pain Reminder)</b><br>Don't introduce — REMIND them of the pain | <b>O</b> <b>Offer (Felt Value Prop)</b><br>Outcome + Timeframe + What Becomes Possible |
| <b>T</b> <b>Trigger</b><br>Scarcity · Deadline · Consequence (most ethical)       | ★ <b>Single-Word DM CTA</b><br>"DM me READY" — opens 48-hour close window              |

## E · C · H · O

FOR AFTER THE SALE

Turn the funnel into a flywheel. Where movements begin.

- |   |   |
|---|---|
| <b>E</b> <b>Engage</b><br>Personal message within 2 hours · never automated | <b>C</b> <b>Celebrate</b><br>Share their result publicly · build social proof |
| <b>H</b> <b>Hand-Off</b><br>Give them the EXACT words to refer you          | <b>O</b> <b>Organise</b><br>Community: WhatsApp · Telegram · Private Portal   |

### WHERE EACH STAGE LIVES

ACTA · COLD

#### Soft Action

Public feed: **Reels · Shorts · Carousels · TikTok**

PACC · WARM

#### Invitation

Belief shifts: **LinkedIn · IG Caption · Email · Newsletter**

HOT · READY

#### One-Word DM

PRIVATE only: **Stories · DMs · WhatsApp · Retargeting**

ECHO · BUYER

#### Personal Voice

After-sale: **WhatsApp · Voice Note · Community Drop**

# 3 + 2 + 1

THE WEEKLY RATIO

**3**   **2**   **1**  
ACTA   PACC   HOT

Same week. Different audiences. Different intent. Never mix temperatures in one piece.

### FUNNEL → FLYWHEEL

STRANGER → ACTA → FOLLOWER → PACC → BELIEVER → HOT → BUYER → ECHO → ADVOCATE → STRANGER (referred)

The funnel **ends**. The flywheel **compounds**. ECHO is what turns one closed sale into the next ten — without spending again on Cold.

### THE THREE LAWS

## 1.7 sec

Time you have to stop a stranger from scrolling. Your hook must beat a WhatsApp notification.

## 8 sec

Time to establish trust before they decide whether you are credible — or another loud marketer.

## 48 hr

The HOT window. If you don't close a raised hand within 48 hours, they cool down for months.

"Most marketers don't have a marketing problem — they have a temperature problem. They keep speaking to one audience as if it were three."

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