



Even Larsen
Co-founder and Chief Marketing Officer
even@morphosolar.com

6th SCI World Conference
India January 2016





TOP FUNNEL

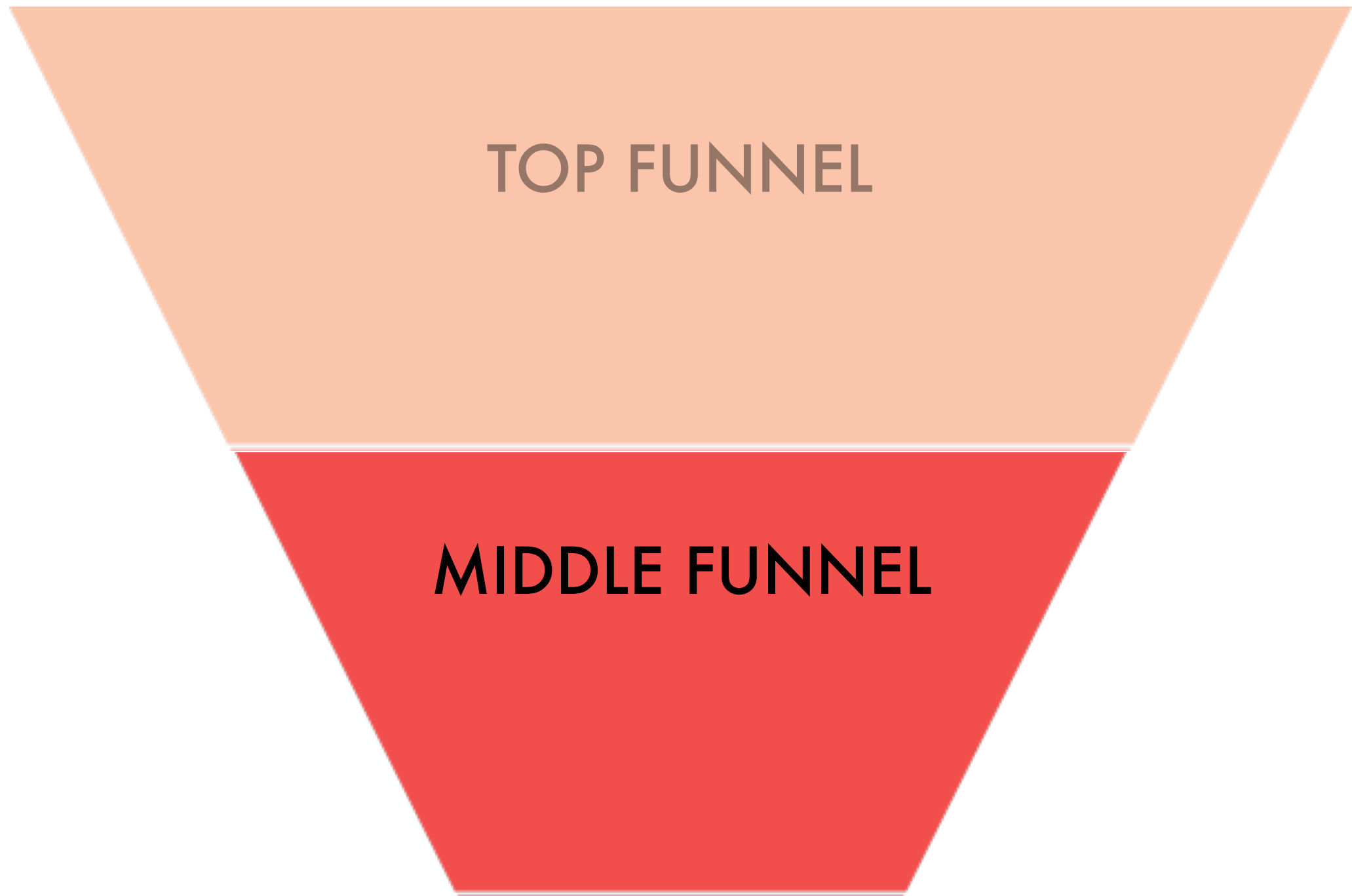
MIDDLE FUNNEL

**BOTTOM
FUNNEL**



TOP FUNNEL

Represents the first interactions your leads have with your brand.



Leads are moving forward from a first interaction towards a sale.



TOP FUNNEL

MIDDLE FUNNEL

**BOTTOM
FUNNEL**

**The final touch
before leads
makes a
purchase.**



TOP FUNNEL

TOP FUNNEL

Google

 Bing

YAHOO!

TOP FUNNEL

Search Engine Optimization (SEO)

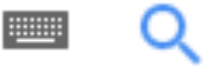


YAHOO!

TOP FUNNEL



Solar oven



About 84,50,000 results (0.46 seconds)

Build A Solar Oven | Science Project for Kids - Home Science Tools

www.hometrainingtools.com/a/build-a-solar-oven-project ▼

Use the sun's energy to heat up a tasty treat with this simple **solar oven**! ... Find out with this easy, fun, and delicious **solar oven** science project that uses only household items and a pizza box. ... Check out this science lesson and these **solar energy** science projects.

Solar cooker - Wikipedia

https://en.wikipedia.org/wiki/Solar_cooker ▼

A **solar cooker** is a device which uses the energy of direct sunlight to heat, cook or pasteurise drink. Many **solar cookers** currently in use are relatively ...

How to Turn a Pizza Box into a Solar Oven - YouTube



<https://www.youtube.com/watch?v=xbwliZJiHe8> ▼

Jun 22, 2009 - Uploaded by Howcast

Fold the flap back so that it stands up when the pizza-box lid is closed. ... Cover the underside of the flap with ...

Images for solar oven



→ [More images for solar oven](#)

[Report images](#)

Solavore Solar Oven

www.solavore.com/ ▼

Solavore is the maker of the Solavore Sport **solar oven**. We promote solar cooking as a safe, healthy and efficient way of life.

#SCIWC2017

TOP FUNNEL



Solar cooking Haiti



About 1,31,000 results (0.50 seconds)

Haiti Solar Oven Partners - Solar Oven Distribution, Solar Oven ...

www.solarovenpartnersumc.org/ ▼ Oversett denne siden

Until the demand for charcoal--used as cooking fuel and made from trees--is eased, deforestation will continue to take a tragic toll. **Solar cooking** is a practical ...

Haiti | Solar Cooking | Fandom powered by Wikia

solarcooking.wikia.com/wiki/Haiti ▼ Oversett denne siden

As mentioned above in the discussion of Canada, early work in **solar cooking** was done by a...

HAITI | Sun Oven® | The Original Solar Oven & Solar Cooker

<https://www.sunoven.com/haiti/> ▼ Oversett denne siden

Sun Oven® | The Original **Solar Oven** & **Solar Cooker** · HOME · SUN COOKING USA · View Products · Benefits ... **HAITI**. by admin | Sep 9, 2011 | 0 comments ...

Solar Cooking Pilot Project in Haiti - One Earth Designs

<https://www.oneearthdesigns.com/.../solar-cooking-pilot-project-...> ▼ Oversett denne siden

2. jun. 2016 - In 2015, together with **Solar Electric Light Fund** and **SHE**, we started a project in a small rural community in **Haiti**. Read more about the project ...

Solar Oven Partners UMC - General Board of Global Ministries

www.umcmmission.org › ... › Search for Projects › Projects ▼ Oversett denne siden

418812 - Empowering people to use **solar** energy to meet their **cooking** needs. ... For 15 years, SOP had a successful training program in **Haiti**. With nearly ...

Solar Cooking for La Gonave Haiti - Solar Cooker At CantinaWest

www.solarcooker-at-cantinawest.com/solar-cooking-for-la-gonav... ▼ Oversett denne siden

#SCIWC2017

TOP FUNNEL

<http://smallseotools.com/keyword-position/>

Your domain: (example: smallseotools.com)



Enter Url

Your keywords:

Enter upto 5 keywords (One keyword per line)

Search Engines

☒ Google.com

» More SEs

Page Range:

Select Range of pages that you want to check

1-10



#SCIWC2017

TOP FUNNEL



<https://adwords.google.com/KeywordPlanner>

TOP FUNNEL

solar cooker



33%



43%



49500

solar oven



NA%



76%



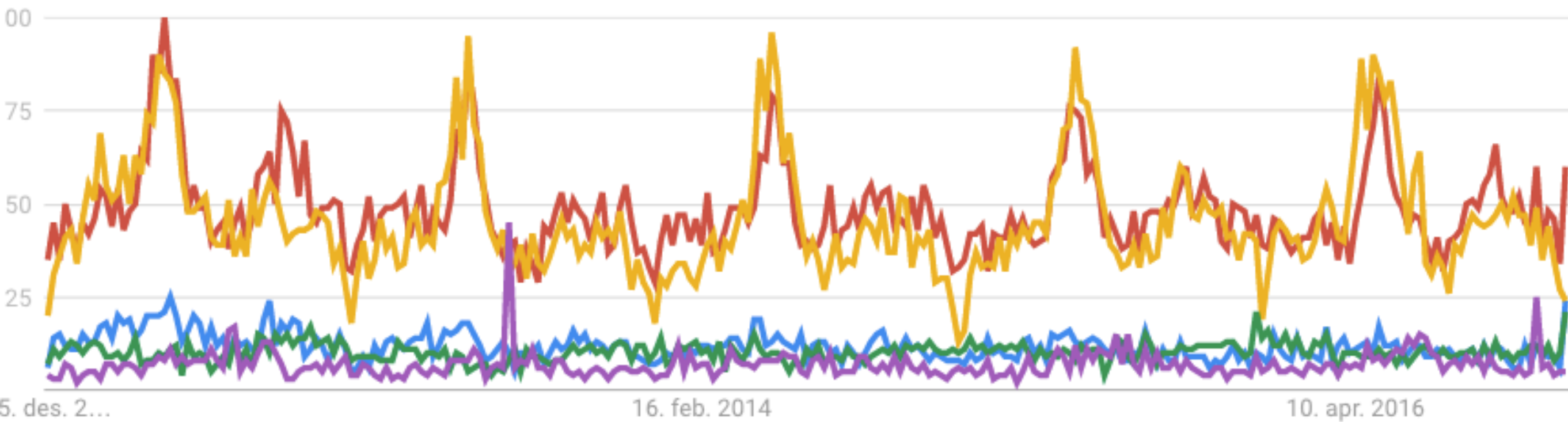
33100

TOP FUNNEL

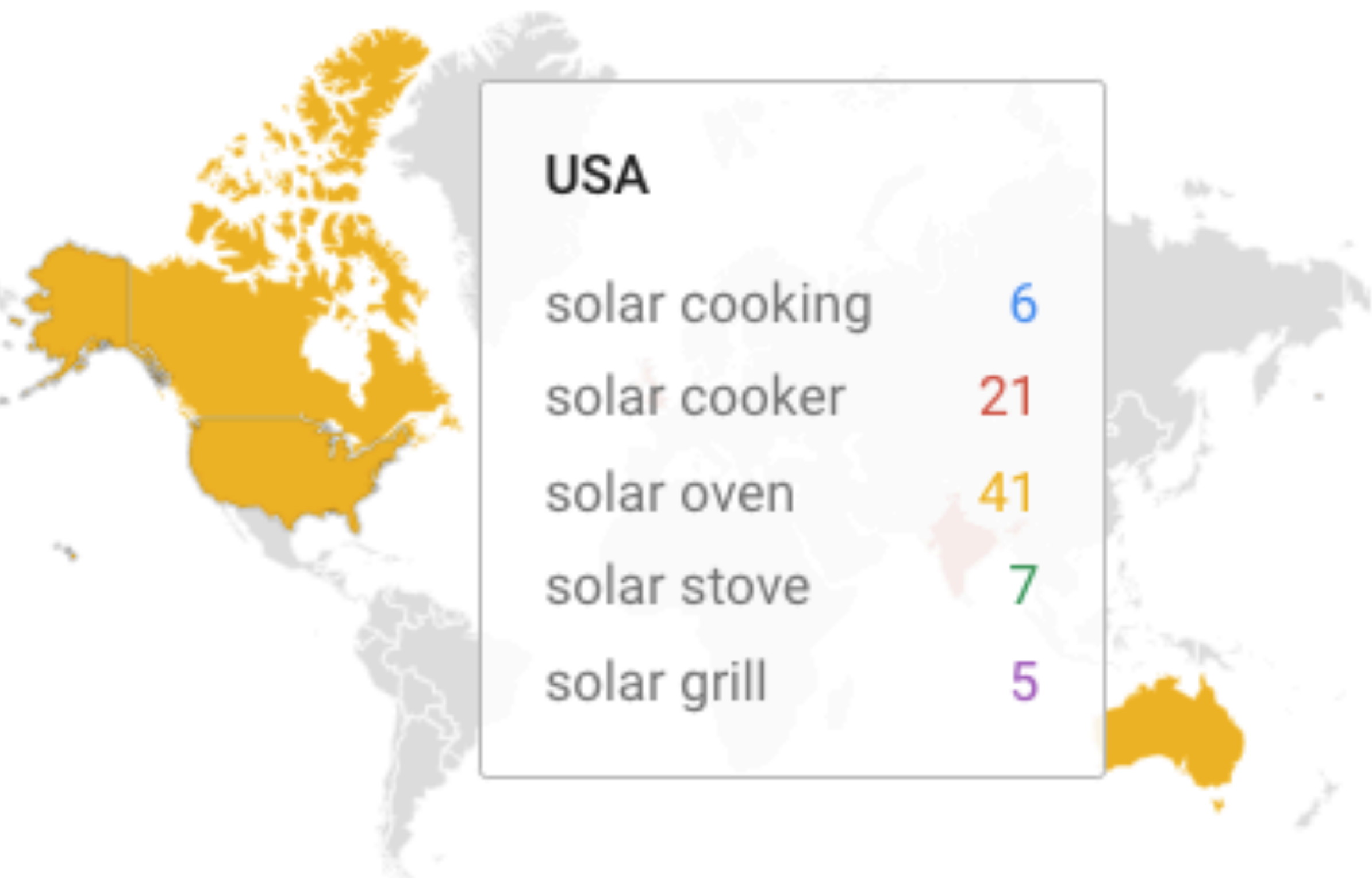
Google Trends

TOP FUNNEL

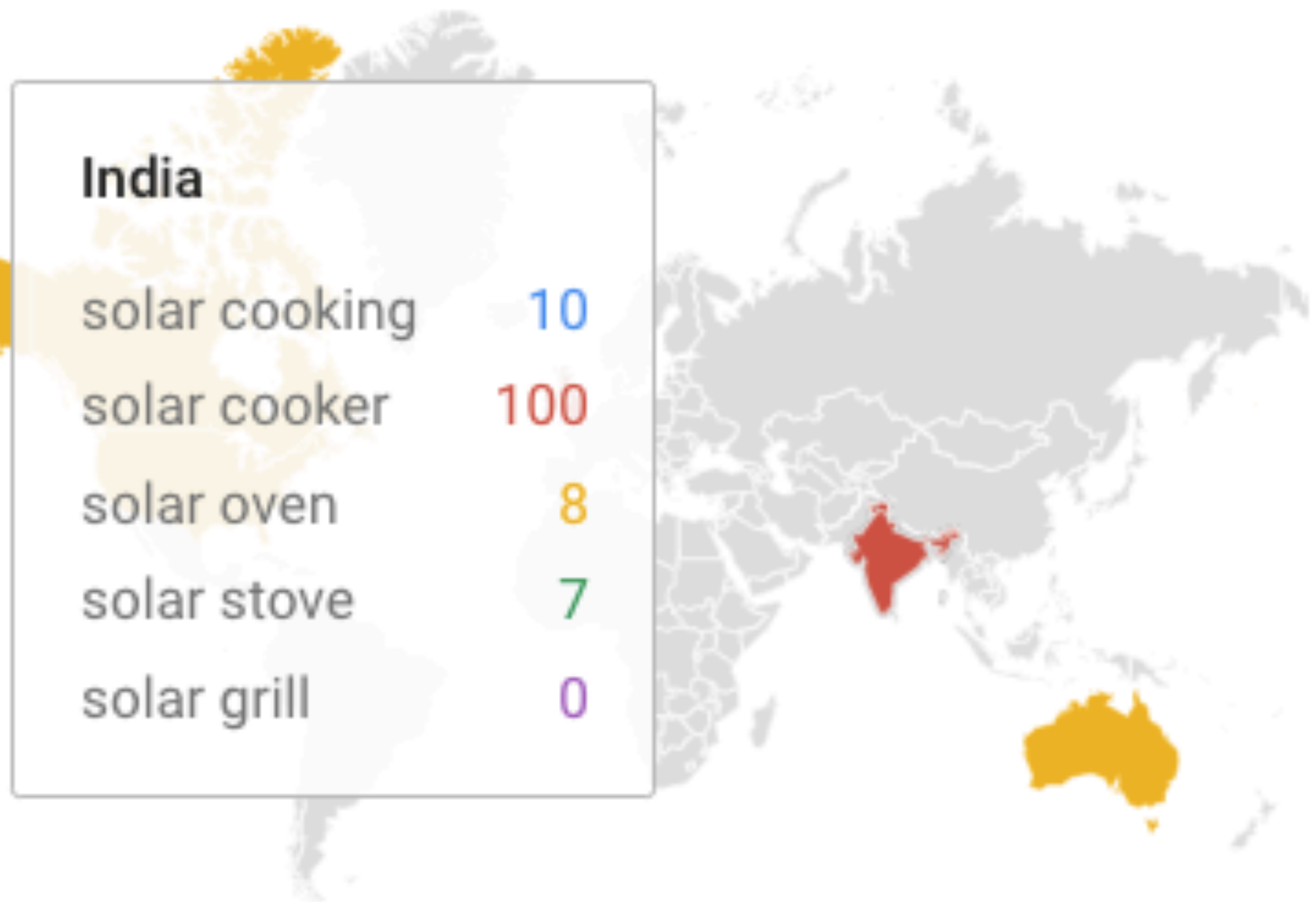
- solar cooker
- solar oven
- solar cooking
- solar stove
- solar grill



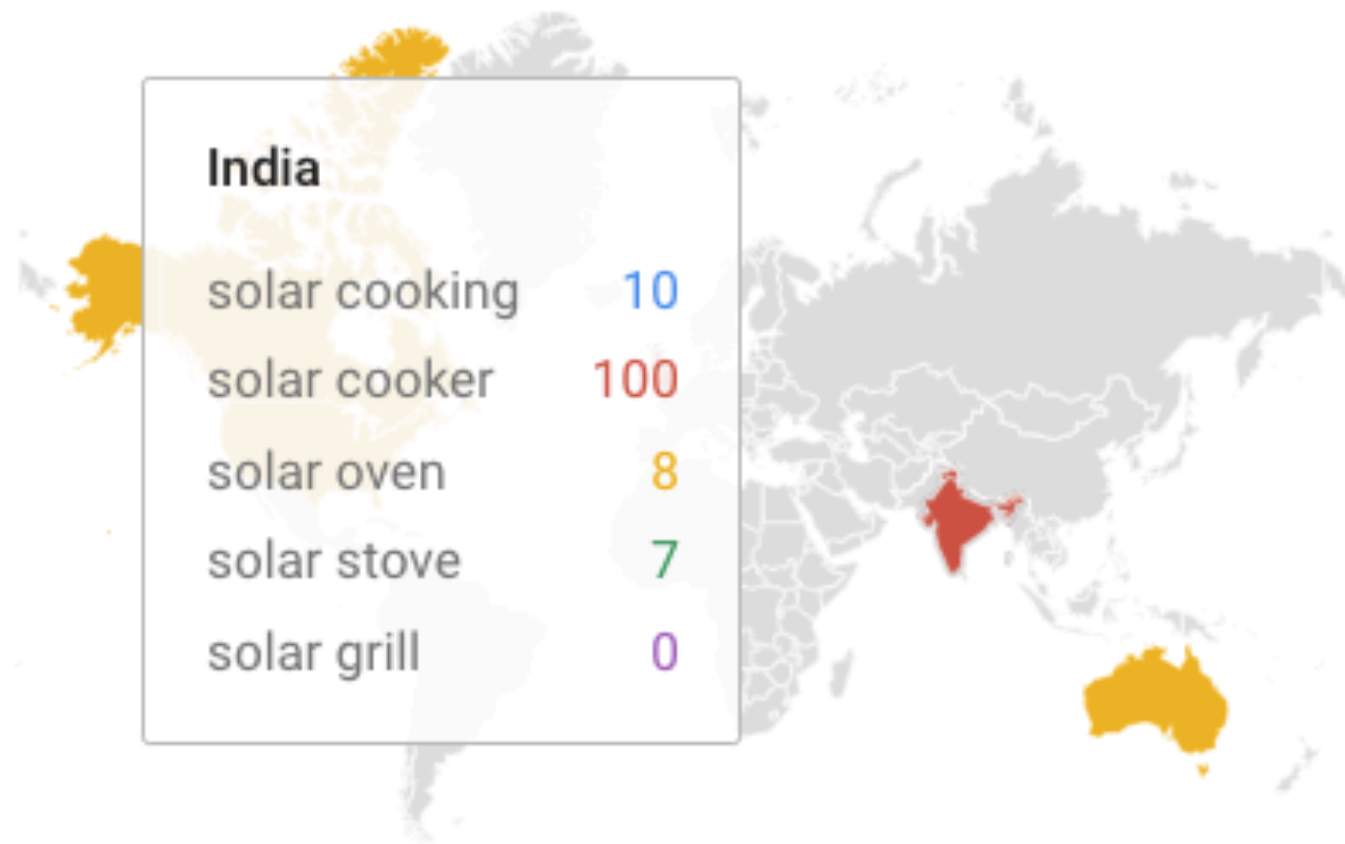
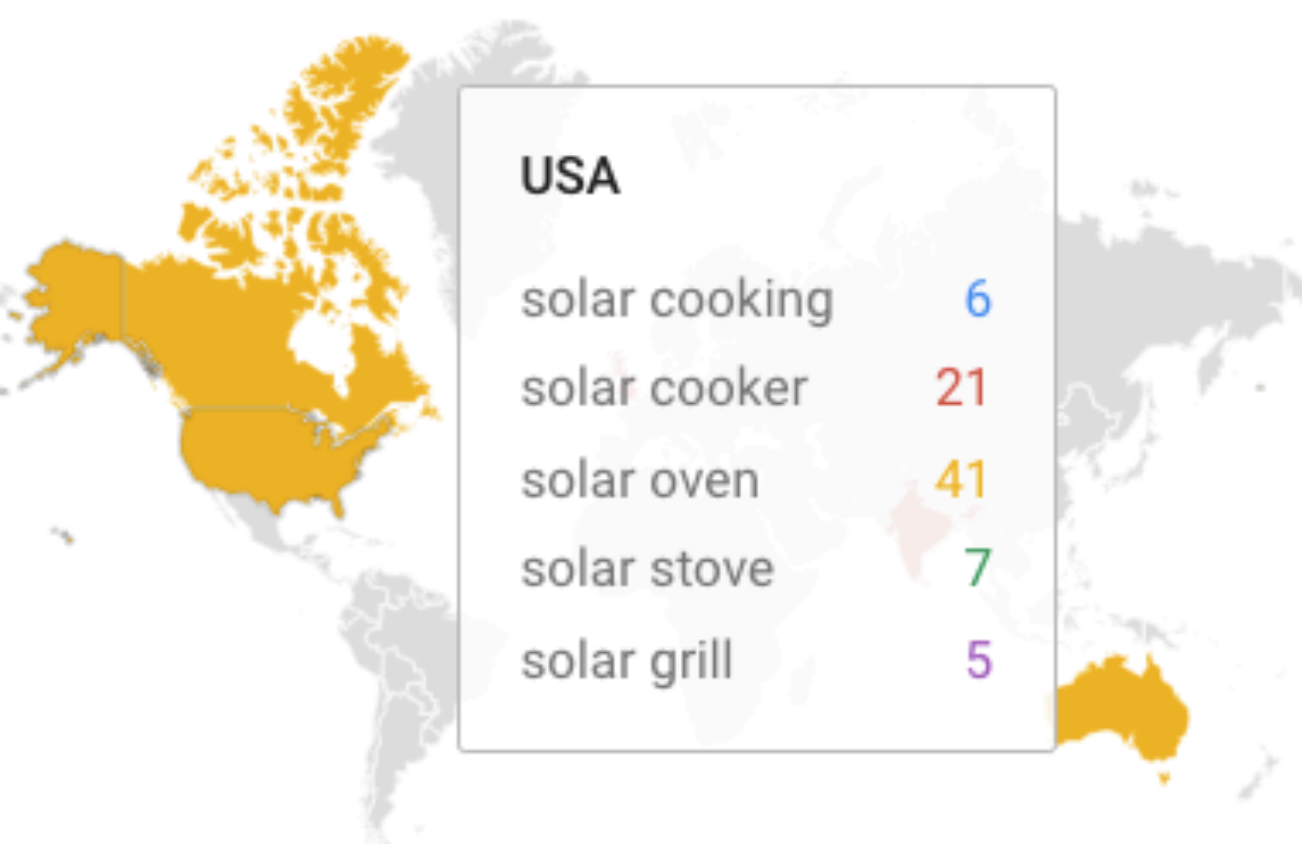
TOP FUNNEL



TOP FUNNEL



TOP FUNNEL



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook



Solar Cookers International

December 12 at 6:27pm · 🌐

#Solarcookers are a critical tool in refugee camps. Read the full series of articles on our wikia, found at this link, and join the conversation at the upcoming 6th World Conference in January 2017 at Muni Seva Aashram in #India!

http://solarcooking.wikia.com/wiki/Refugee_camps

#SCIWC2017



Refugee camps

Immediately below are five articles originally appearing in the SCI Digest, in the Refugee and Internally Displaced Persons (IDP) Solar Cooking series by Julie Greene, Executive Director of Solar Cookers International. There are more...

SOLARCOOKING.WIKIA.COM

[Learn More](#)



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SOLARCOOKING.WIKIA.COM

[Learn More](#)

#SCIWC2017



Audience

Help: Choose Your Audience

Custom Audiences ⓘ

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations ⓘ

United States, Indiana

Goshen + 50 mi

Warsaw + 25 mi

Add a country, state/province, city or ZIP

Age ⓘ

30 ▾

-

58 ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Job Titles ⓘ

President

Vice President

Owner/CEO

President and CEO

Senior Vice President of Sales & Marketing

CFO

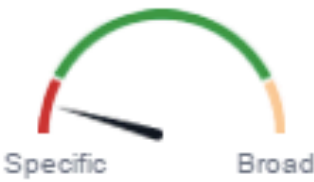
Marketing Director

Marketing & PR Manager

Sales and Marketing

Sales Manager

Audience Definition

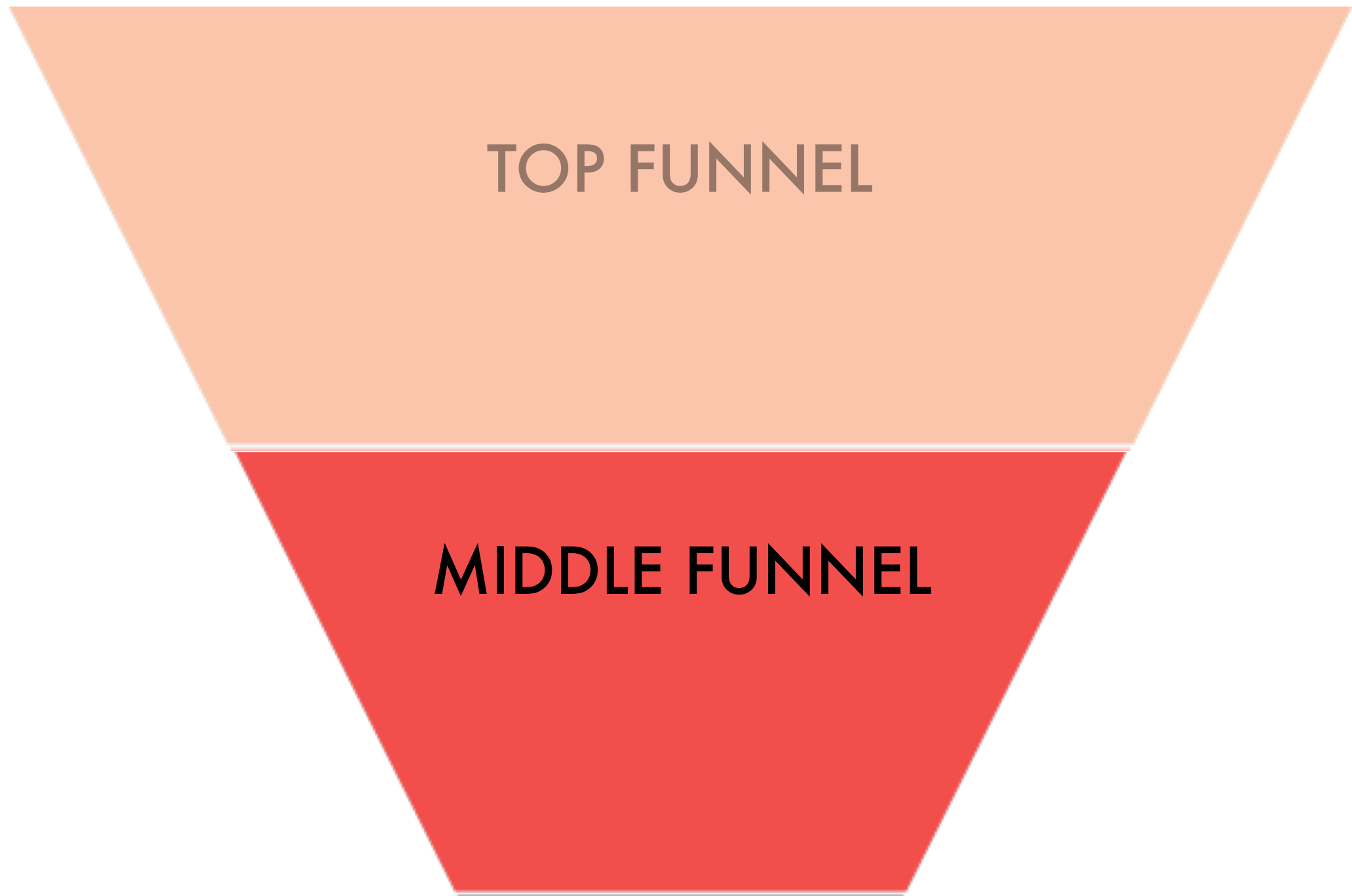


Your audience is too specific for your ads to be shown. Try making it broader.

Audience Details:

- Location - Living In:
 - United States: Goshen (+50 mi), Warsaw (+25 mi) Indiana
- Age:
 - 30 - 58
- Interests:
 - Entrepreneurship, Management or Marketing
- Job title:
 - President, Vice President, Chief Executive Officer, President and CEO, Senior Vice President of Sales & Marketing, Chief Financial Officer, Chief Marketing Officer, Marketing & PR Manager, Sales and Marketing or Sales Manager
- Placements:
 - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

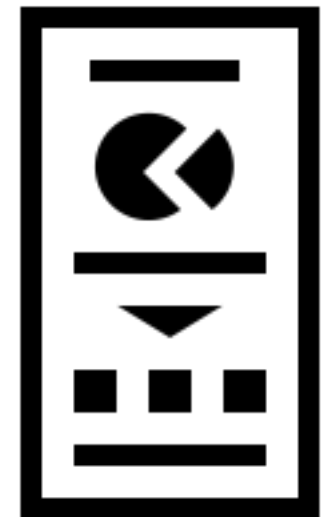
Potential Reach: Fewer than 1000 people



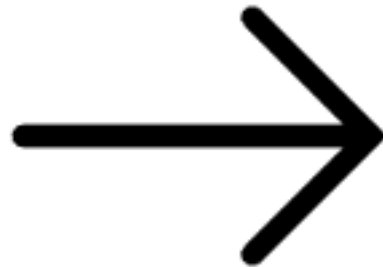
In the middle of the funnel the leads know about your brand and you now need to produce good content convince leads before they purchase.













Cheeseburger Del Sol on the SolSource Solar Grill!



Ballistic BBQ

Abonner 158 308

sett 23 884 ganger

+ Legg til Del Høytlet *** Mer

793 15



Cooking Food With Sunshine - Off-Grid Solar Cooker Oven



Wranglerstar

Abonner 493 850

sett 105 197 ganger

+ Legg til Del Høytlet *** Mer

3 597 142

SUMMARY



TOP FUNNEL

MIDDLE FUNNEL

**BOTTOM
FUNNEL**



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