

ACCESS	Audience Who is our target audience?	Channels How will the audience access our solutions?	Message What is the message for our target audience?
	Content What content will help our audience evaluate?	Lead Generation How will we generate leads?	Lead Nurture How will we nurture leads?
	Experience How will we provide a great customer experience?	Repeat Sales How will we increase lifetime customer value?	Referrals How will we encourage referrals?
BUY / LOYALTY LOOP			