

ACCESS

Audience

Who is our target audience?

Channels

How will the audience access our solutions?

Message

What is the message for our target audience?

EVALUATE

Content

What content will help our audience evaluate?

Lead Generation

How will we generate leads?

Lead Nurture

How will we nurture leads?

BUY / LOYALTY LOOP

Experience

How will we provide a great customer experience?

Repeat Sales

How will we increase lifetime customer value?

Referrals

How will we encourage referrals?