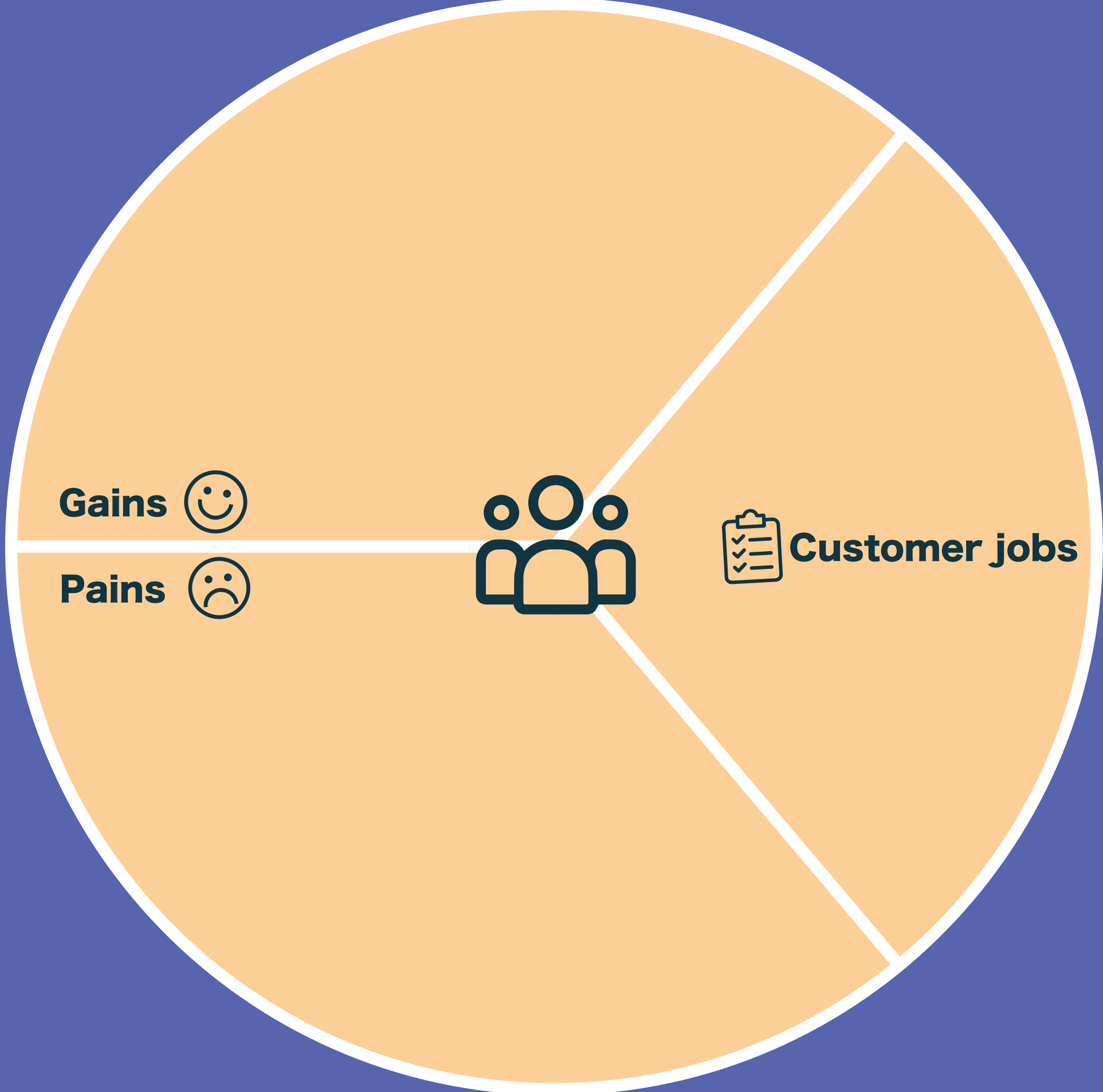


Value Proposition



Customer Profile





Plan

Marketing Strategy, define KPIs, segmentation, audiences

Reach

Reach involves building awareness of a brand, its products, and services

Act

Engage audience with brand on its website or other online presence

Convert

Achieve conversion to marketing goals such as fans, leads, or sales on web presences and office.

Engage

Develop a long-term relationship with first-time buyers to build customer loyalty.