

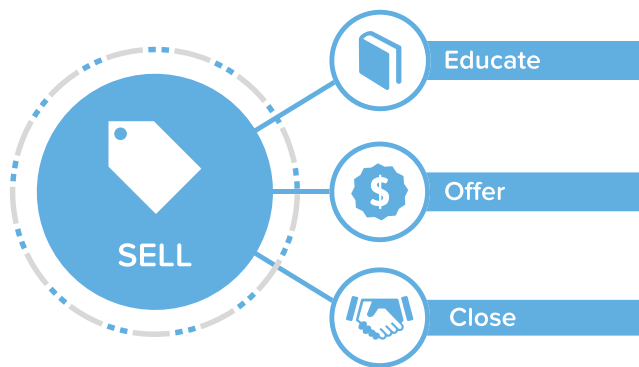
Lifecycle Marketing

SALES & MARKETING STRATEGY FOR SMALL BUSINESS



ATTRACT is the first phase in the Lifecycle Marketing framework. In this phase, you will focus on these stages:

- ✓ Know Your Target Customer
- ✓ Attract Interest
- ✓ Collect Leads



SELL is the second phase in the Lifecycle Marketing framework. Here you will learn how to convert followers to fans by focusing on these stages:

- ✓ Educate
- ✓ Offer
- ✓ Close



WOW is the third and final phase in the Lifecycle Marketing framework. This phase is designed to help you create raving fans and keep them coming back for more. In this phase you will:

- ✓ Deliver and Wow
- ✓ Offer More
- ✓ Get Referrals