Market
Contact and Actions

Awareness

(One to Many) *Marketing*

- Mix/Funnel
  - Research/Target
  - Credibility/Brand/Messaging
  - Digital, Adv, PR, Social Media
  - Affiliate Marketing
  - Lead Generation
  - Sponsorships

Engagement

Business Development

(One to Few)

- Contact
  - Prospect Identification/Contact Pipeline
  - Pitches/Presentations/RFPs
  - Outreach/Networking
  - Sales Contacts and Tracking
  - Pricing Strategies
  - Referrals

Loyalty

Growth/Retention Plan

(One to One)

- Client Service
  - Consistent Contact
  - Value Added/Offers
  - Customer Support/Resolution
  - Embedding in life or Biz
  - Relationships

Experiment/Test and Learn

Goals
Cost
Measure