AWARENESS
Spread the good word about your business or service far and wide so that consumers will discover your offerings.

INTEREST
Inspire and encourage interested leads to learn more about your business.

ACTION
Your prospect takes definitive steps to engage with your organization.

LOYALTY
Keep hard-earned customers.

ADVOCACY
Turn customers into advocates.

A diverse campaign including SEO, blog posts, web content and social media posts aimed at your targeted demographic should yield a healthy volume of quality leads into your marketing funnel.

Customer success stories, email marketing campaigns, detailed product and service offering listings, and retargeting campaigns should attract prospects as they investigate your website. If done properly, many leads will become true prospects.

Prospects take action by responding to offers through signing up for a newsletter or free trial, downloading a free resource, making a purchase of some kind, and more. Always make it simple and easy for them to jump forward in the process and buy what you are selling.

Customer retention strategies such as points programs and other frequent buyer programs provide customers with deals and discounts rewarding them for being long-term supporters. Communicate with them in advance of the general public as part of your inner circle, they will keep coming back again and again.

Using referral programs to reward loyal customers for providing testimonials can result in new leads and prospects that will convert at much higher rates than cold leads.