



|                 | <b>Attract</b><br>  | <b>Nurture</b><br>  | <b>Convert</b><br>   | <b>Retain &amp; Grow</b><br>   | <b>Advocate</b><br>  |
|-----------------|--|--|---|---|---|
| <b>STRATEGY</b> | <p>Build awareness, attract new audiences. Become "known" by your target audience.</p>   | <p>Build trust, credibility, interest and desire. This can be brand equity or lead generation.</p>   | <p>Drive action - typically a sale or lead. This could also be a donation, supporter, etc.</p>  | <p>Keep and grow existing clients &amp; customers. Upsell and resell them.</p>  | <p>Get customers to become brand ambassadors, share reviews and refer business.</p>   |
| <b>TACTICS</b>  | <ul style="list-style-type: none"> <li>• SEO</li> <li>• SOCIAL MEDIA</li> <li>• YOUTUBE / VIDEO</li> <li>• PR</li> <li>• INFLUENCER MARKETING</li> <li>• SEARCH ADS</li> <li>• SOCIAL ADS</li> <li>• DISPLAY ADS</li> <li>• VIDEO ADS</li> <li>• WEBSITE</li> <li>• INBOUND MARKETING</li> <li>• COMMUNITY MANAGEMENT</li> <li>• BLOG</li> </ul> | <ul style="list-style-type: none"> <li>• YOUTUBE / VIDEO</li> <li>• CONTENT MARKETING</li> <li>• SEO</li> <li>• EMAIL</li> <li>• SOCIAL MEDIA</li> <li>• CRM</li> <li>• WEBSITE</li> <li>• LANDING PAGES</li> <li>• BLOG</li> <li>• LEAD GENERATION</li> <li>• COMMUNITY MANAGEMENT</li> <li>• SEARCH ADS</li> <li>• SOCIAL ADS</li> <li>• VIDEO ADS</li> <li>• INFLUENCER MARKETING</li> </ul>                              | <ul style="list-style-type: none"> <li>• SEO</li> <li>• EMAIL</li> <li>• SOCIAL MEDIA</li> <li>• CRM</li> <li>• LEAD ADS</li> <li>• WEBSITE</li> <li>• A/B TESTING</li> <li>• CONVERSION TESTING</li> <li>• LIVECHAT</li> <li>• SEARCH ADS</li> <li>• SOCIAL ADS</li> <li>• VIDEO MARKETING</li> <li>• REVIEW SITES</li> <li>• AFFILIATE MARKETING</li> <li>• SMS / TEXT</li> </ul> | <ul style="list-style-type: none"> <li>• EMAIL</li> <li>• SOCIAL MEDIA</li> <li>• CRM</li> <li>• RETARGETING ADS</li> <li>• SOCIAL ADS</li> <li>• DISPLAY ADS</li> <li>• VIDEO ADS</li> <li>• WEBSITE</li> <li>• CHECKOUT UPSELL</li> <li>• COMMUNITY MANAGEMENT</li> <li>• CUSTOMER SUPPORT</li> <li>• SMS / TEXT</li> <li>• MOBILE APP</li> </ul> | <ul style="list-style-type: none"> <li>• EMAIL</li> <li>• REFERRAL REQUESTS</li> <li>• REFERRAL PROGRAMS</li> <li>• TESTIMONIAL STRATEGY</li> <li>• REVIEW STRATEGY</li> <li>• INFLUENCER / AMBASSADOR MARKETING</li> <li>• USER-GENERATED CONTENT</li> <li>• SOCIAL MEDIA</li> <li>• COMMUNITY MANAGEMENT</li> </ul>                                       |
| <b>METRICS</b>  | <ul style="list-style-type: none"> <li>• NEW + UNIQUE SESSIONS / TRAFFIC</li> <li>• REACH</li> <li>• IMPRESSIONS</li> <li>• VIDEO VIEWS</li> <li>• TOTAL FANS/ FOLLOWERS (NETWORK SIZE)</li> </ul>   | <ul style="list-style-type: none"> <li>• TIME ON SITE</li> <li>• CONVERSIONS (FOR LEADS)</li> <li>• CONVERSION RATE</li> <li>• VIDEO VIEWS</li> <li>• SOCIAL REACH OF STRATEGIC MESSAGES</li> <li>• TRAFFIC TO RELEVANT POSTS/PAGES</li> <li>• SUBSCRIBERS</li> <li>• LIST GROWTH</li> <li>• OPEN RATE</li> <li>• LEADS</li> <li>• EMAIL OPENS</li> <li>• CLICKS (CTR)</li> <li>• CPC</li> <li>• ENGAGED SESSIONS</li> </ul> | <ul style="list-style-type: none"> <li>• SALES</li> <li>• LEADS</li> <li>• CONVERSIONS</li> <li>• CONVERSION RATE</li> <li>• CART ABANDONMENT RATE</li> </ul>   | <ul style="list-style-type: none"> <li>• RETURNING USERS TRAFFIC</li> <li>• SOCIAL MEDIA ENGAGEMENT</li> <li>• REPEAT SALES OR RENEWALS</li> <li>• UPSELL CONVERSION RATE</li> <li>• CONVERSION RATE</li> </ul>   | <ul style="list-style-type: none"> <li>• EMAIL ACTION (CLICKS OR FORWARDS)</li> <li>• REFERRAL OFFER REDEMPTIONS</li> <li>• NUMBER AND RATE OF SHARED CONTENT</li> <li>• NUMBER OF REVIEWS</li> <li>• SENTIMENT OF REVIEWS</li> <li>• HASHTAG USE</li> <li>• USER CONTENT CREATION</li> <li>• SOCIAL MEDIA MENTIONS</li> <li>• SHARES OF CONTENT</li> </ul> |