STAGES	AWARENESS	CONSIDERATION	ENGAGEMENT	LOYALTY	ADVOCACY
	Researching options	Getting educated on services/benefits	Confirming the partnership	Continuing to use services	Recommending service to others
STRATEGIES	Sees Digital Ad Receives direct mail Browses website Fills contact form Landing page CTA Receives email	Browses website Responds to sales call/ discovery call Reviews case studies/ testimonials Likes/follows on social media Browses articles and reviews Receives sales follow-up/proposal materials	Welcome letter/ packet/video Client onboarding process Client-focused email marketing Becomes a reseller The company likes/ follows client on-social	Upsell/cross-sell: communicate full capabilities Receives new product info: email, video, webinar, or direct mail Takes advantage of new offers and opportunities Sales calls Keeps you apprised of new needs and challenges Shows loyalty on social media	Responds to survey tools Leaves positive review(s) Connects company to other partners or clients Engages on LinkedIn Provides testimonial content or video

TOUCHPOINTS

	Digital ads	(Cold) email marketing	Cold calls	Website	Landing pages	Social media	Blogs/articles	Videos	Sales discovery/presentation	Proposal/quote	Website review	Landing page(s)	Blogs/articles	Case studies	Email marketing	Social media	Online reviews	Product/service materials	Videos	Welcome materials/schwag	Client-focused content	Welcome email	Customer service/support	Contract/billing communications	Client-focused support communications	New product info email	New product info video	LinkedIn	Email marketing	Surveys/feedback	Surveys/feedback	Referral solicitations	Email	Social media	Reviews/requests	Case studies	Video	One-on-one engagement
Marketing	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Sales	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Customer service	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

MEASUREMENT

- Website traffic
- New visitors
- Digital campaign impressions & clicks
- Organic search traffic
- Sales team metrics
- Email / web analytics

- Contacts
- Number of qualified leads
- Website/digital: action rate, lead conversion rate, email sign-ups
- Sales meetings scheduled
- Conversions: form fills/sign-ups, downloads

- Sales/close rate/velocity
- Engagement with PPS team members
- Initial client feedback

- New sales opps
- Repeat orders
- Average contract value
- Response to client-focused offers
- Client survey results
- Referrals

- Repeat/new orders
- Referrals
- Survey results
- Reviews