

Proposed Customer Lifecycle Plan

Purpose

Target

- Business Owners in Victoria, Queensland, NSW

Objectives

- Attract potential database marketing leads
- Convert leads into sales
- Upsell into other products (website + crm)

Promotion

Attract



Persuasion

Capture

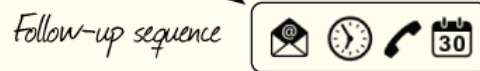


Nurture



Productivity

Convert



Deliver



Persistence

Raving Fans



Upsell

- Website
- CRM
- Additional tools

