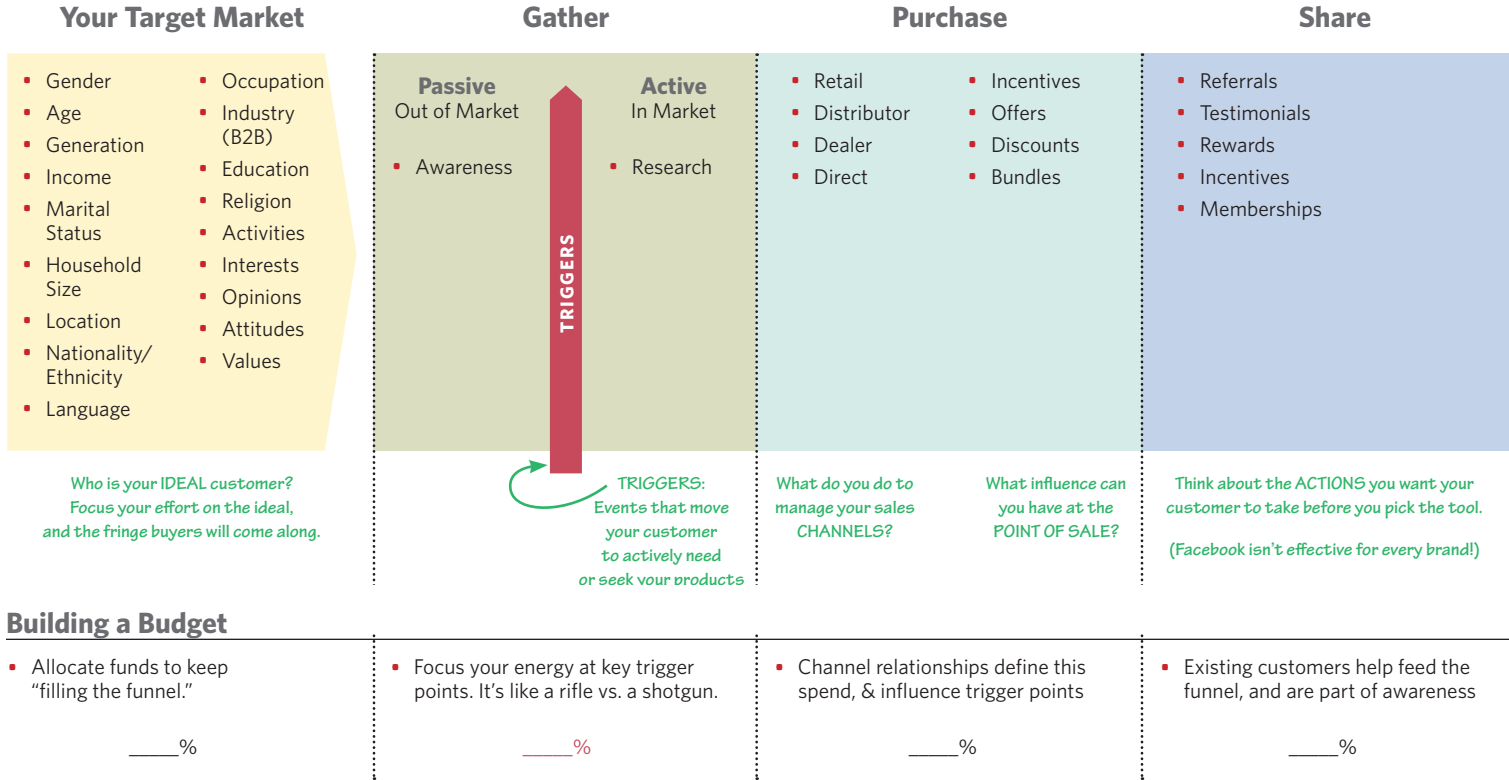


Reaching Customers : Purchase Decision Model



Building a Budget

Allocate funds to keep "filling the funnel!"

____%

Focus your energy at key trigger points. It's like a rifle vs. a shotgun.

____%

Channel relationships define this spend, & influence trigger points

____%

Existing customers help feed the funnel, and are part of awareness

____%

