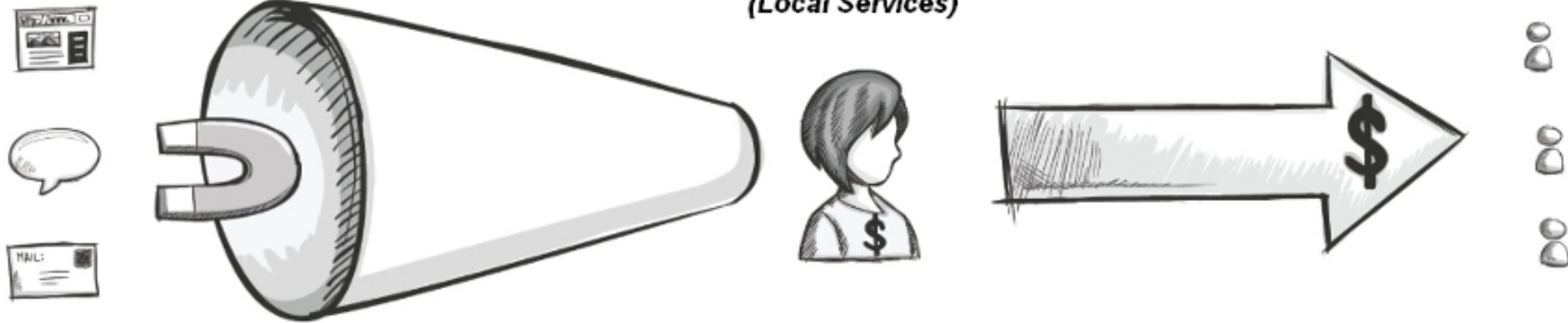


# The Perfect Customer Lifecycle™

## Built Exclusively for Acme Services (Local Services)



Generate Interest	Capture Leads	Educate/Build Trust	Convert The Lead	Fulfill & Wow	Upsell	Create Advocates
(Visitors)	(Opt-Ins)	(Qualified Leads)	(Sales)	(Satisfied Customer)	(Repeat Customer)	(Testimonial/Referral)

Marketing Automation Plan (M.A.P.)

