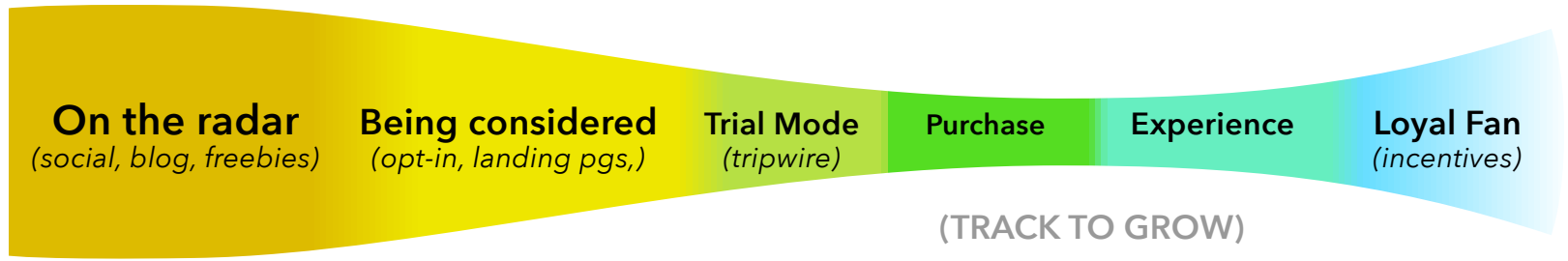


# A|O Customer Experience Funnel

AUDIENCE → LEAD → PROSPECT → CUSTOMER → ADVOCATE

- PLANNING & BRANDING**  
**(SHOW UP):**
- Decide Target
  - Define Business
  - Build Your Brand...



(ENGAGE) • Share Gifts • Gather Prospects • Offer Opportunity (CLOSE) • Nurture to Close & Foster Fans