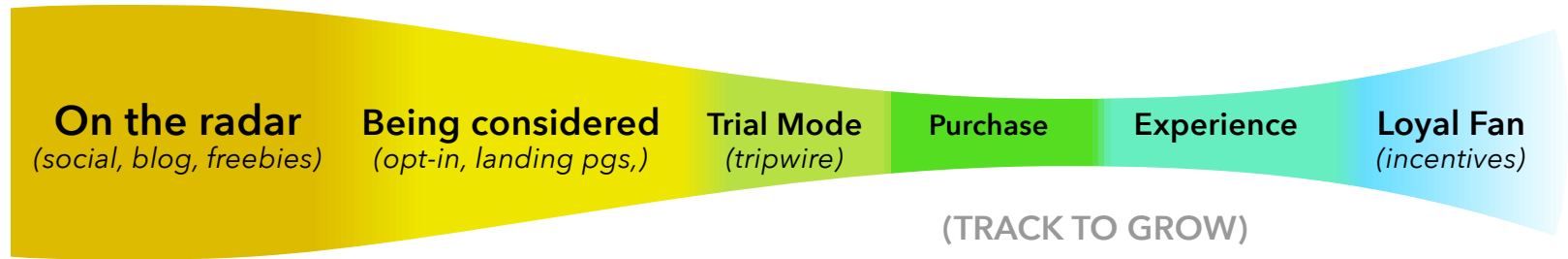


A|O Customer Experience Funnel

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

OR, SIMPLER...

ATTENTION

TRUST

DECISION

(TRUST)