

A|O Marketing & Customer Experience Playbook Company/Date: _____

Spending or partnering for leads from affiliates, sponsorships, online ads (FB, Google), other ads, direct mktg., etc.

Lead capture & nurturing: Lead magnets, free offers or trials, content marketing, webinars, speaking, etc.

Sales conversation needed to make or finalize the sale or qualify prospects.

START HERE: What product, service, package, experience, etc. are you selling? How does it get delivered?

Systems to capture money, deal with refunds, expiring cards, failed payments, etc.

External Lead Gen	Marketing	Sales	Fulfillment	Finance
	<p style="text-align: center;">Long-Term Nurture</p>			

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