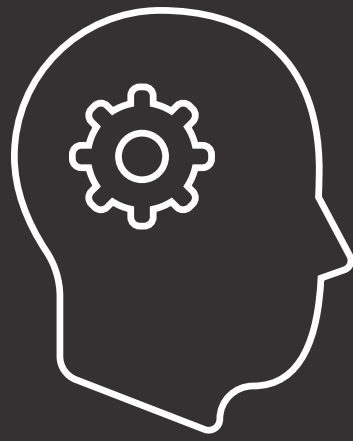


B2B MARKETING & SALES

ABM Journey

Align on Target Prospect Accounts



Networking & Sales

Target Account Promotion
(ie: LI, FB, IG, GDN)

Cornerstone Content

SEO

Inbound Lead Gen
MQLS

Nuture "Keep Interest"

Target Account Valuable Touchpoints

Account Creation Request Quote

Sales 1:1 Discovery + Sales Process



Email Nuture

Consistent Valuable Content

Remarketing

SEO

Online/Offline Purchase

Retention & ABM Customer Growth

Thank You & Cross Sell



Customer Educational Content

Dynamic Re-orders

Host Account Events

Personal Follow-ups

Referrals