

Your Marketing Life Cycle

Executive Success Tool



In this **Marketing Life Cycle**, identify the actions you need to take, at each client touch point in the cycle, that will help continuously drive your marketing strategy. **Make sure to update this Action Plan every couple of months.**

The gray areas are examples.

						
Captive Interest	Capture Inquiries	Nurture Prospects	Convert Prospects	The Ultimate Client Experience	Upsell Clients	Ask For Client Referrals
<ul style="list-style-type: none"> Place Best of Home Care on all comm. Online messaging 	<ul style="list-style-type: none"> Online call to action Online Web forms 	<ul style="list-style-type: none"> Nurture strategy Prospect drip email campaign 	<ul style="list-style-type: none"> Sales strategy Sales Skills Training 	<ul style="list-style-type: none"> Monthly HCP Quality meetings Develop our client exp. values 	<ul style="list-style-type: none"> Categorize clients into client types Add Premium service 	<ul style="list-style-type: none"> Identify happy clients (HCP Reports) Client Referral Campaign
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