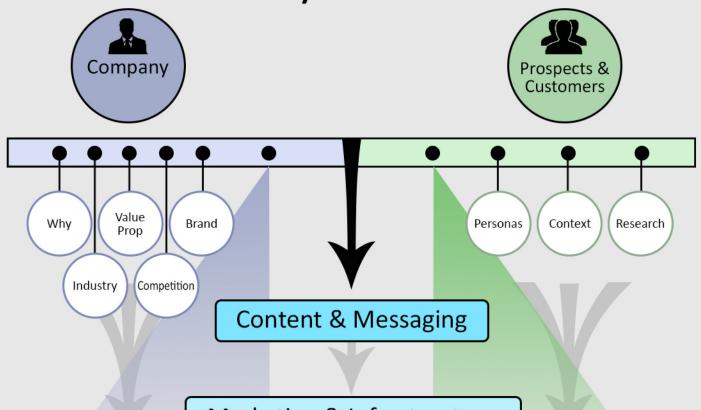
The Wayfind Process



Marketing & Infrastructure (tools, technology, people, processes) CRM, automation, beacons, etc.

BUYING CYCLE TACTICS SEO, Advertising, Referrals Research Sales, Website, Blog, Social Attract CTAs, Offers, Educate **Landing Pages** Capture Email, Drip Compare Nurture Decide **Email** Convert Blog, Email, Delight Customer Social, Offers Experience Upsell (CX) Surveys, Reviews, **Testimonials** Refer