

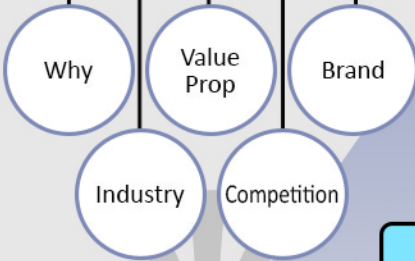
The Wayfind Process



Company



Prospects & Customers



Content & Messaging

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

TACTICS

BUYING CYCLE

