



Creators of  
Captivating  
Communication



This project is proudly supported by the Queensland Government's Advance Queensland initiative in association with Tablelands Regional Council.



Customer Journey: Lead Nurturing	AWARENESS Stranger		CONSIDERATION Subscriber / Lead	CONVERSION Marketing Qualified Lead (MQL)	LOYALTY Sales Qualified Lead (SQL)	ADVOCACY Deal Closed/Sale
<i>What is the lead thinking, feeling?</i>						
<i>Who from the company is the lead hearing from or talking to?</i>						
<i>What content from the company is the lead interacting with, what are they doing?</i>	Facebook					
	Instagram					
	Google Ads					
	Website					
<i>What can we do to expedite this process?</i>						
<i>What can we do to make the lead more comfortable in decision making?</i>						