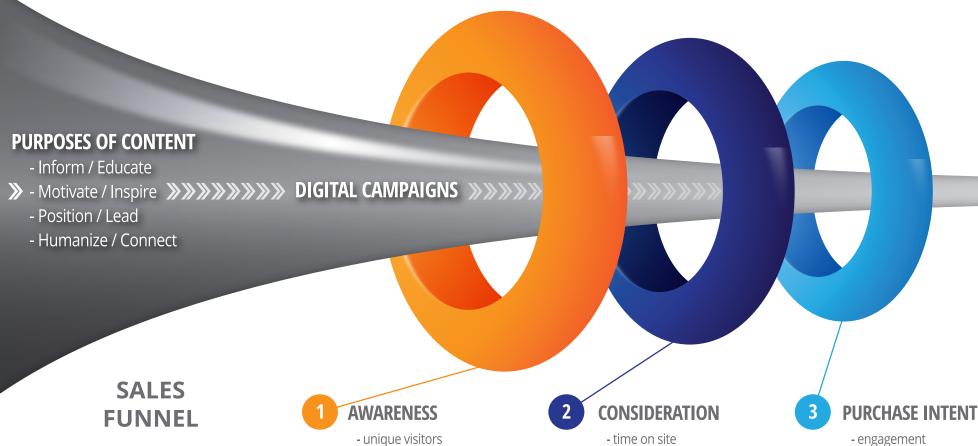
INTEGRATED DIGITAL STRATEGIES



- reviews

So much of today's marketing content is still focused only on the top of the Sales Funnel – on Awareness.

In the sales process, those potential customers' needs change and your marketing content must address that.



- click through rate (CTR)

- fans / followers

- email list