

Before (Pre-spend)	Target Audience	Message to Market	Media to Reach the Market
			
During (Spend)	Lead Capture System	Lead Nurturing System	Sales Conversion Strategy
			
After (Post-spend)	Deliver Customer Experience	Increase Lifetime Value	Orchestrate Referrals
			



# Marketing Foundations

# Foundations Of Marketing

**David Jobber, John Fahy**



## **Foundations Of Marketing:**

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