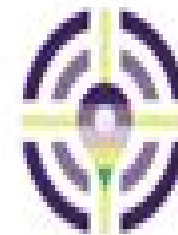


Before (Pre-spectre)	Target Audience	Message to Market	Media to Reach the Market
			
During (Launch)	Lead Capture System	Lead Nurturing System	Sales Conversion Strategy
			
After (Post-spectre)	Deliver Customer Experience	Increase Lifetime Value	Orchestrate Referrals
			



# Marketing Foundations

# Foundations Of Marketing

**Patrick de Pelsmacker, Maggie  
Geuens, Joeri van den Bergh**



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