**Lifecycle Marketing Strategy Guide**

**Content Outline**

1. Home
   1. Finding, Getting and Keeping Customers and Getting Referrals
2. About
   1. About This Online Guide
      1. Introduce Yourself to Strangers
      2. Convert Strangers Into Friends
      3. Turn Friends Into Loyal Advocates
   2. About The Company
3. Acquisition
   1. Not Getting Enough New Customers?
      1. What Is Acquisition?
      2. What are the Benefits?
      3. What are the Challenges?
      4. How Can You Leverage It?
4. Retention
   1. Are Your Customers Coming Back?
      1. What Is Retention?
      2. What are the Benefits?
      3. What are the Challenges?
      4. How Can You Leverage It?
5. Recommendation
   1. Need More Referrals?
      1. What Is Recommendation?
      2. What are the Benefits?
      3. What are the Challenges?
      4. How Can You Leverage It?
6. Contact
   1. Need Help? Contact Us.
   2. We Hope This Guide Has Been Helpful.
7. Terms of Service
   1. Standard Legal Information.
8. Privacy Policy.
   1. Standard Legal Information.