|  |  |  |
| --- | --- | --- |
| Home Page-1 |  | * Green and white on black background color theme. * Video to draw attention to topic of Lifecycle Marketing * Email capture form for free consultation. * Thumbnail photos and headlines for each of the three content topics. |
| About-2 |  | * Green and white on black background color theme. * Graphic element to represent Lifecycle Marketing. * Email capture form for free consultation with additional call to action to fill out. * Content summary of what the guide covers and blurb about the company. |
| Acquisition-3 |  | * Green and white on black background color theme. * Graphic element to represent Acquisition strategies. * Email capture form for free consultation with additional call to action to fill out. * Content includes What is It?, Benefits, Challenges, How to Leverage. |
| Retention-4 |  | * Green and white on black background color theme. * Graphic element to represent Retention strategies. * Email capture form for free consultation with additional call to action to fill out. * Content includes What is It?, Benefits, Challenges, How to Leverage. |
| Recom-mendation-5 |  | * Green and white on black background color theme. * Graphic element to represent Recommendation strategies. * Email capture form for free consultation with additional call to action to fill out. * Content includes What is It?, Benefits, Challenges, How to Leverage. |
| Contact-6 |  | * Green and white on black background color theme. * Email capture form for free consultation with additional call to action to fill out. * Contact info to include phone, email, main website, Facebook, Twitter. |
| TOS-7 |  | * Green and white on black background color theme. * Full page with no graphic elements stating standard Terms of Service. * Linked in footer only, not in navigation. |
| Privacy-8 |  | * Green and white on black background color theme. * Full page with no graphic elements stating standard Privacy Policy. * Linked in footer only, not in navigation. |