**Description:**

The site will provide a basic understanding of lifecycle marketing strategies to small to midsize business owners. It will function as a lead generation mini-site on a subdomain of the main website for the company to use in pay per click ad campaigns.

**Goals:**

Educate the audience on introducing their companies to prospects, converting the prospects to loyal customers, and turning loyal customers into outspoken advocates. Offer opportunity to learn more by encouraging audience to request a free consultation.

**Objectives:**

1. Introduce topic of Lifecycle Marketing in an online guide.
2. Clearly delineate three phases of – Acquisition, Retention, and Recommendation.
3. Provide an opportunity on each page to request a free consultation.

**Scope:**

The site will consist of a total of eight pages; a home page, four content pages (About, Acquisition, Retention, Recommendation), a contact page, and two legal pages for Terms of Service, and the Privacy Policy. Each page, except the legal pages, will contain an email capture form with a call to action for a free consultation. The home page will contain a video to spark interest in the topic, and thumbnail graphics with headlines and links to each of the three phases pages. The about page will contain a graphic to represent Lifestyle Marketing, a summary of what’s in the guide, and a description of the company. Each of the three phases pages will contain topic specific content including What is It?, Benefits, Challenges, and How to Leverage. The contact page will include phone, email, main website, Facebook, and Twitter. Each page will be linked in the navigation bar, except for the legal pages, which will be linked in the footer.

**Content Analysis:**

* ***Who will be interested in this content?*** – Business owners and executives trying to get new customers, keep current customers, and get more referrals.
* ***What questions does this content answer for them?*** – Specific strategies for each of the phases that they can apply wherever they are struggling the most.
* ***What keywords will be used to find it?*** – lead generation, get new customers, keep customers happy, customer retention, get customer referrals, get customer recommendations
* ***What do we want them to do after consuming it?*** – Fill out their name and email address for a free consultation.