



PHASE 0

**Unaware of Hosting**

AWARE

PHASE 1

**Aware of Hosting**

SPARK

PHASE 2

**Considering Listing**

DECIDE

PHASE 3

**Publishing Listing**

PUBLISH

PHASE 4

**Activating Listing**

1ST STAY

PHASE 5

**Settling into Hosting**

2TH STAY?

PHASE 6

**Optimizing Hosting**





**Familiar and  
comfortable with the  
process of hosting**

PHASE 0

**Unaware of Hosting**

AWARE

PHASE 1

**Aware of Hosting**

SPARK

PHASE 2

**Considering Listing**

DECIDE

PHASE 3

**Publishing Listing**

PUBLISH

PHASE 4

**Activating Listing**

1ST STAY?

PHASE 5

**Settling into Hosting**

NTM STAY?

PHASE 6

**Optimizing Hosting**