DISTRICT COoperative



The Marketing Hourglass

KNOW	Who and How Ads Referrals
LIKE	Website or Blog Reception Newsletter Video
TRUST	Search Expert content Sales Presentation
TRY	Webinar Evaluation Low Barrier to Entry Product
BUY	Service Team New Customer Finance / Delivery
REPEAT	Cross Selling Upselling
REFER	Results Reviews Introductions Referrals 90 Day Contact Plan