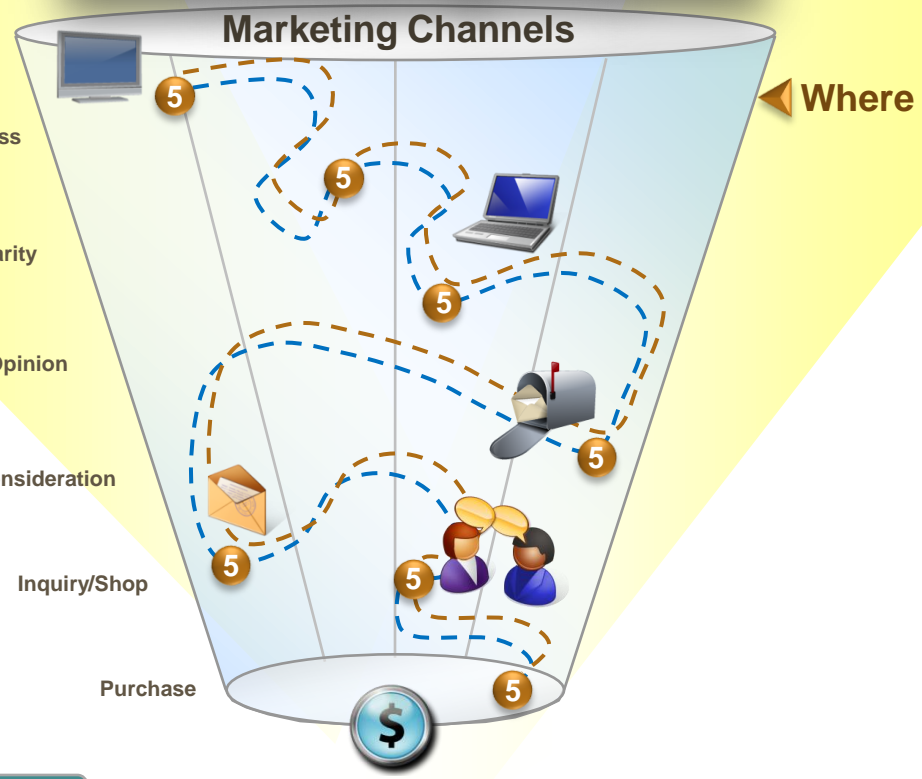
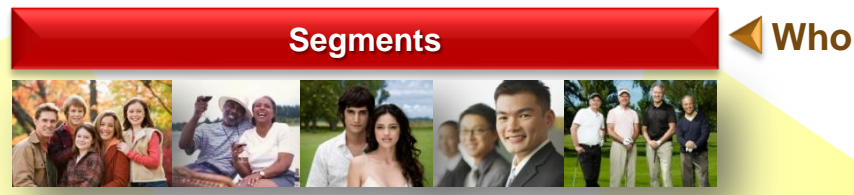


The Consumer BuyWay™ :

Next, Know Who You Are Talking To, Where They Are And What To Say



1. HOW
Do Consumers Make Decisions...
Define Consumer Decision Process

2. WHY
Should They Choose You...
Develop & Test Emotional Benefit Statements
Create Value Proposition & Brand Architecture

3. WHEN
Do You Engage The Prospect...
Define & Map Differentiating Benefits By Segment & Touchpoint

6. HOW
Do You Measure Success...
Define & Implement Metrics To Evaluate ROMI

5. WHAT
Do You Say...
Align Marketing Messages With Appropriate Segment & Channel

4. WHO & WHERE
Are They...
The Golden Questions

