

Marketing Hourglass

Stage 2: Like

Company

URL

What are all of the ways that a prospect who becomes aware of you begins to decide if they like what they see and want to know more. (usually these are first impressions) Use the left column to audit and make note of your current level of activity in this stage and the right column to note ways you could add to or enhance your activity in this stage.

Stage 2: Like

Stage Audit

Stage Action Plan

Message

Message

Problem solving focused

Personas present

Brand Elements (persona match)

Brand Elements (persona match)

Consistency

Style

Voice

Content

Content

Consistency

Story connection

Image match

Problem focused

Persona focused

Useful vs. sales only

Social Media

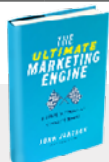
Social Media

Branded profiles

Human touches vs. promotion only

Consistency

Frequency



*Stage Audit**Stage Action Plan***User Experience****User Experience**

| | |
|--------------------|--|
| Site speed | |
| Ease of navigation | |
| Contact ease | |

