

Marketing Hourglass

Stage 1: Know

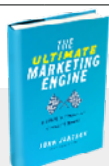
Company

URL

What are all of the ways in which a prospect becomes aware of your business, products, and services? 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 1: Know

Stage Audit	Stage Action Plan
Advertising	Advertising
Online – Social or display ads	
Offline – Print ads	
Search Marketing	Search Marketing
SEO – earned search traffic	
PPC – paid search traffic	
Content	Content
Blog posts	
Podcasts	
Video	
eBooks/PDFs	
Webinars	
Email outreach	
Social Media	Social Media
Facebook	
Twitter	
LinkedIn	
Instagram	
Other	



*Stage Audit**Stage Action Plan***Community****Community**

Sponsorships	
Workshops	
Charitable contributions	
Industry/Chamber	

Referrals**Referrals**

Promotions	
Strategic partner	
Customer referrals	
Co-marketing	

Sales Outreach**Sales Outreach**

Networking	
Cold calls	
Cold email	

