



The consumer marketing  
process has not changed.

Awareness.



Awareness. Persuasion.

Awareness. Persuasion.  
Transaction.

Awareness. Persuasion.  
Transaction. Vacation.

Awareness. Persuasion.  
Transaction. Vacation.  
Memory.

Awareness. Persuasion.  
Transaction. Vacation.  
Memory. Advocacy.

Awareness. Persuasion.  
Transaction. Vacation.  
Memory. Advocacy.

Repeat.

**But the rules have  
changed permanently.**

seven digital

strategies

BCF



Transactions  
start with  
awareness.

2  
People buy  
brands, not  
products.

Digital is the  
great equalizer.

4  
Target.

5  
Create  
messages  
consumers  
want.

Social media  
greatly affects  
your business.

Measure.  
Measure.  
Measure.

