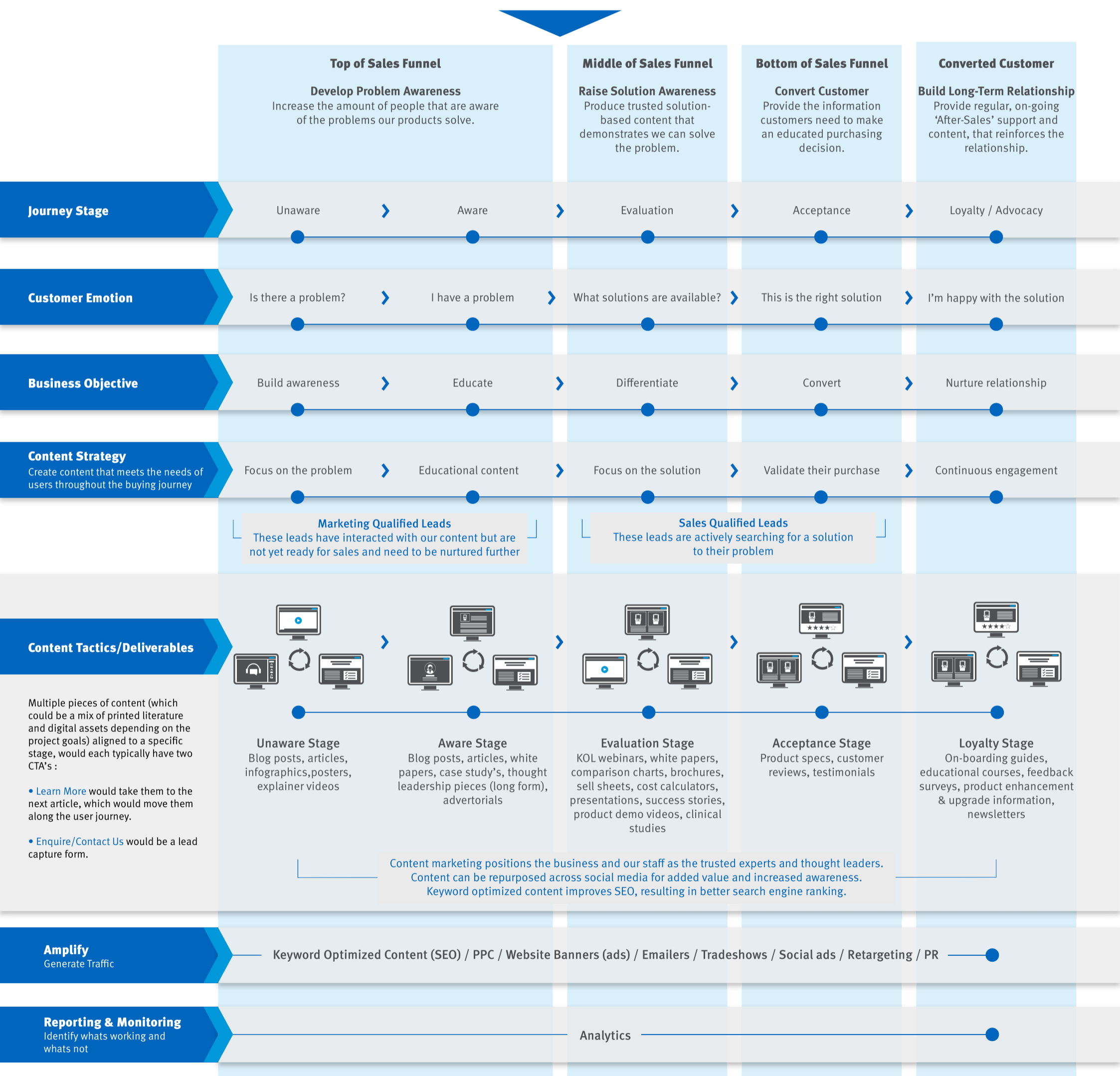




“ Product Strategy / Goals & Objectives / Messaging / Persona / Budget / KPI’s ”



Multiple pieces of content (which could be a mix of printed literature and digital assets depending on the project goals) aligned to a specific stage, would each typically have two CTA's :

- [Learn More](#) would take them to the next article, which would move them along the user journey.
- [Enquire/Contact Us](#) would be a lead capture form.