

BLANCO: Brand, ToV, Content & UX/CX Transformation from B2B to B2C/B2B2C				
	MAKING THE CENTER OF THE KITCHEN AN EXPERIENCE			
		BLANCO is all about superbly designed water hubs for kitchens.		
Inbound Marketing / AAARRR Pirate Funnel / Client Journey				
Awareness: How many people do you reach?		#BLANCOexperience	showcase the why - benefits	
SEO: Informational, Educational & Thought Leadership				
Funnel: TOFU			residential	commercial
Journey: Exploring & Understanding				
			#BLANCOjoy	#BLANCOtogether
			#BLANCOmemories	
Acquisition: How many people visit your website?				
SEO: Navigational (branded queries)				
Journey: Consideration (ways to solve problem)				
Activation – How many people take the important step?				
SEO: Commercial (comparisons)				
Funnel: MOFU				
Journey: Comparing, Engaging & Decision-making				
Revenue – How many people start paying? How much?				
SEO: Transactional				
Funnel: BOFU				
Journey: Onboarding, Usage & Experiencing				
Retention: How many people come back for a the nth time?				
Journey: Reviewing				
Referral: How many people refer friends to your business?				
Journey: Advocacy & Loyalty				

© created by Keith Carlos. Mar 2023