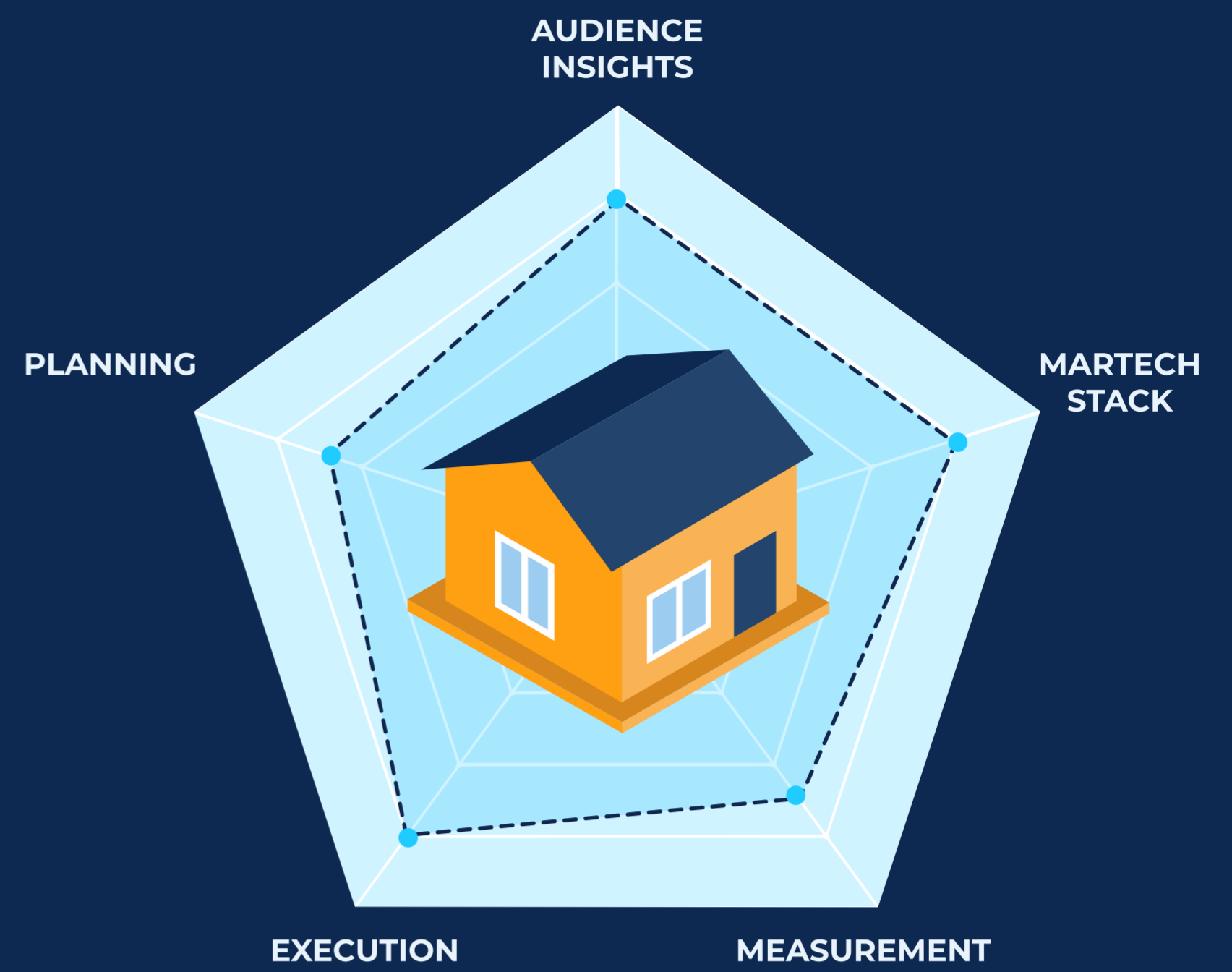


Build Your Marketing Strategy Like You'd Build a House.

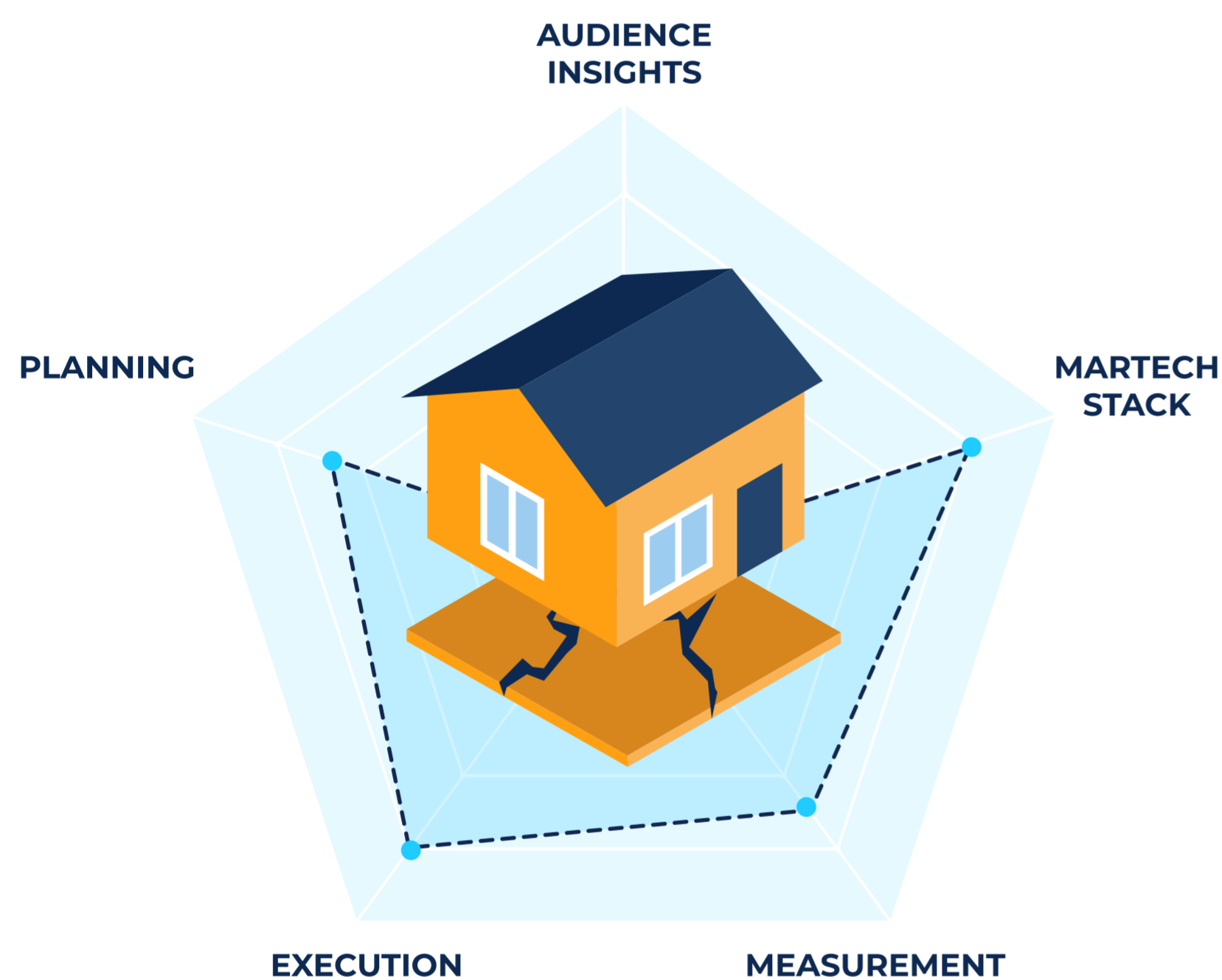
There are many important parts of house construction to get right in order for your house to do its job.

It's the same for your marketing strategy.

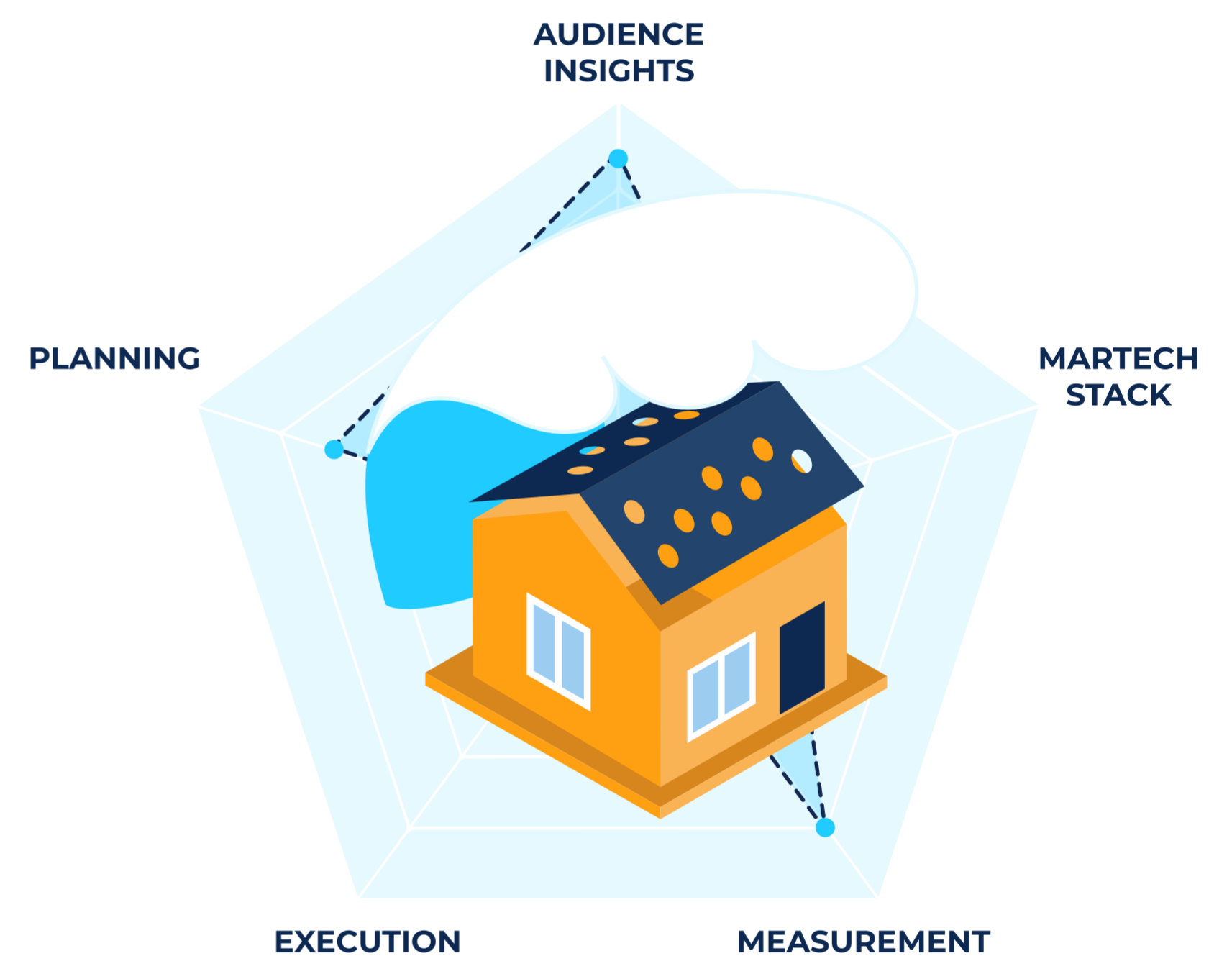
A well-constructed strategy needs to be strong in these 5 areas.



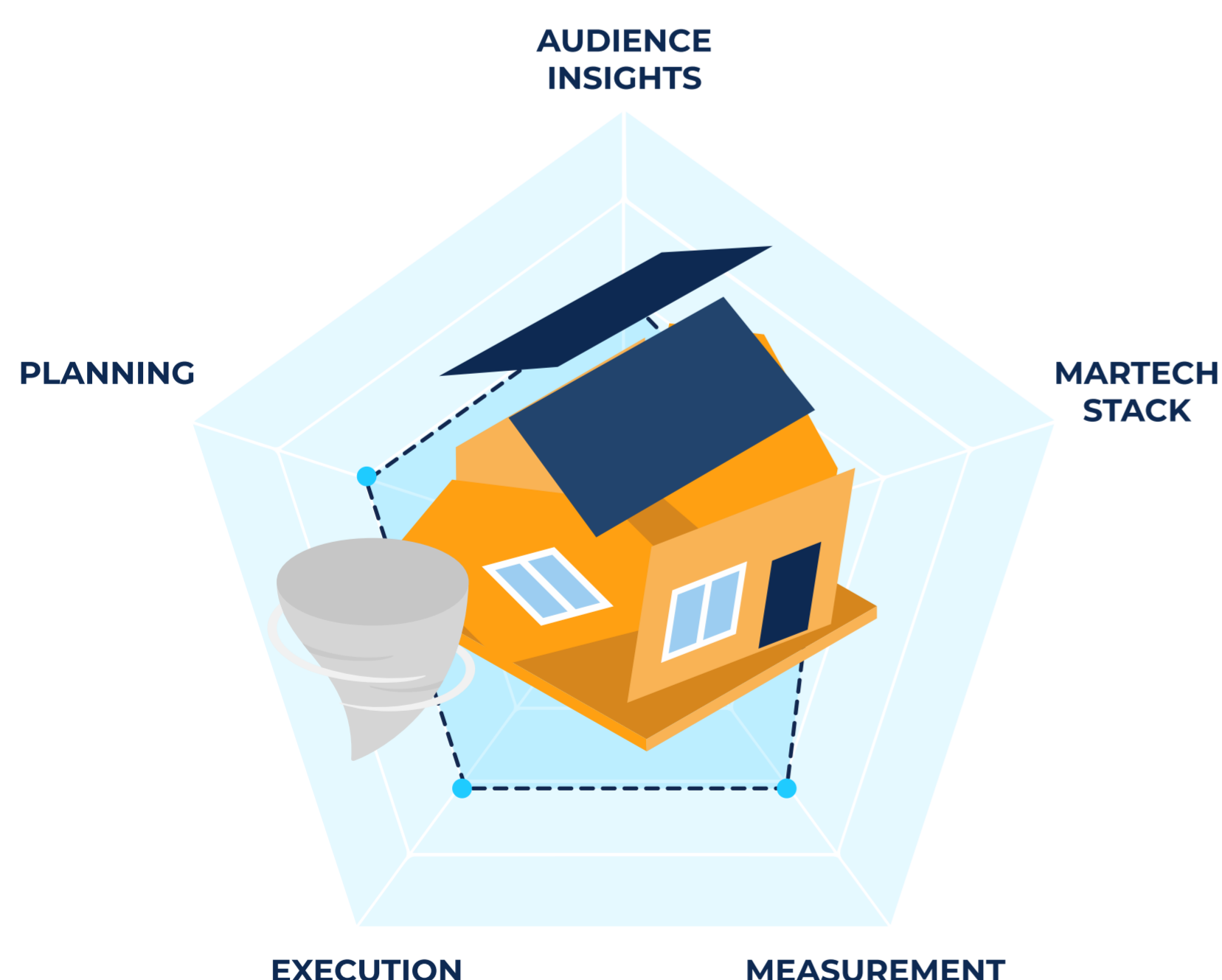
One weak area can bring down the whole house.



A great foundation is not enough to keep the roof from leaking.



Build your house before you're ready and it won't turn out great.



Good parts without great planning don't lead to the best outcomes.

