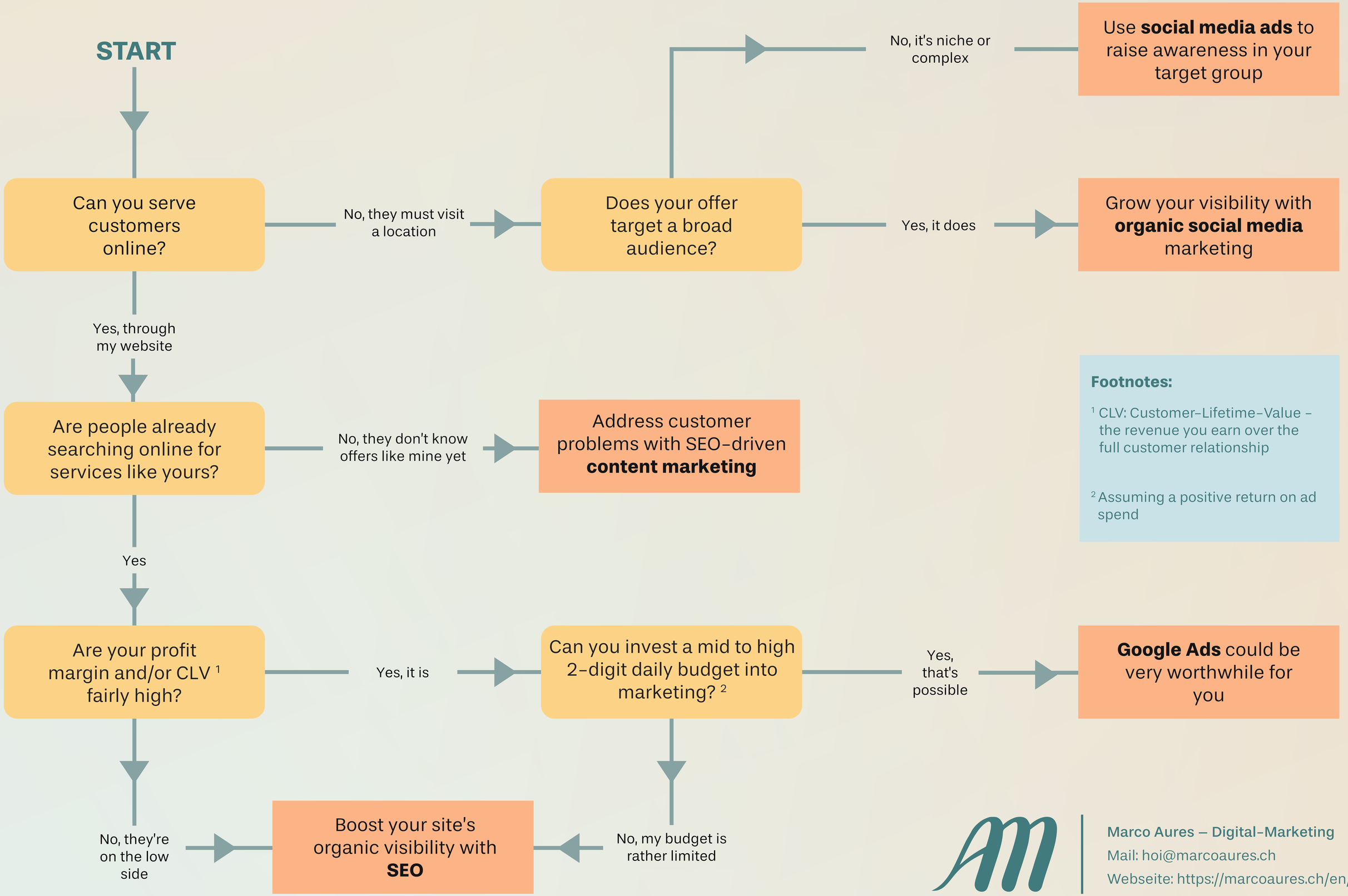
Flowchart: Where should I focus my digital marketing efforts?



Footnotes:

[1] CLV: Customer-Lifetime-Value – the revenue you earn over the full customer relationship

[2] Assuming a positive return on ad spend

Marco Aures – Digital-Marketing
Mail: hoi@marcoaures.ch
Webseite: https://marcoaures.ch/en/