Building Gravity COMMUNITY MARKETING MODEL

External Communities

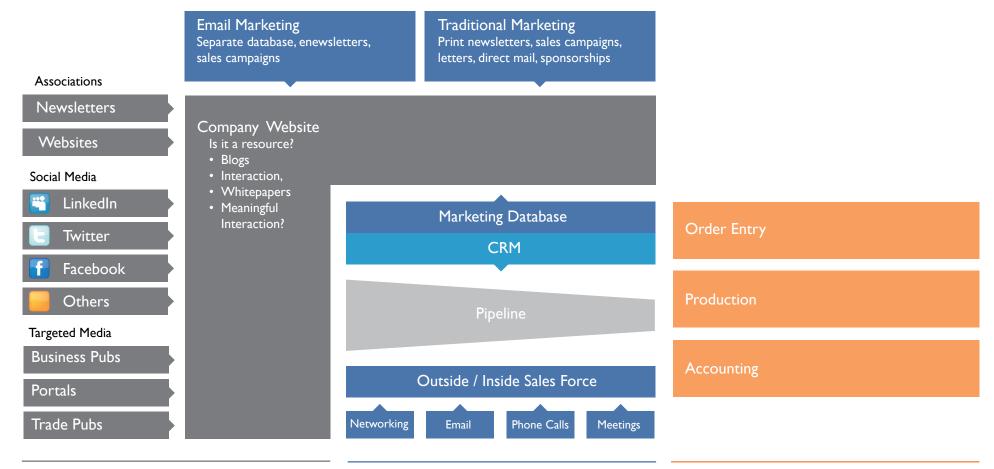
Which ones fit? Where do your likely prospects and referral sources congregate/ interact? How can your brand integrate?

Company Community

Whole sphere: clients, prospects, referral sources, partners

Internal QC

Customer satisfaction, quality, cost reduction productivity.



Suspects Prospects Customers