

# MARKETING TECHNOLOGY

## ROLES, FUNCTIONS & FUNNEL ALIGNMENT

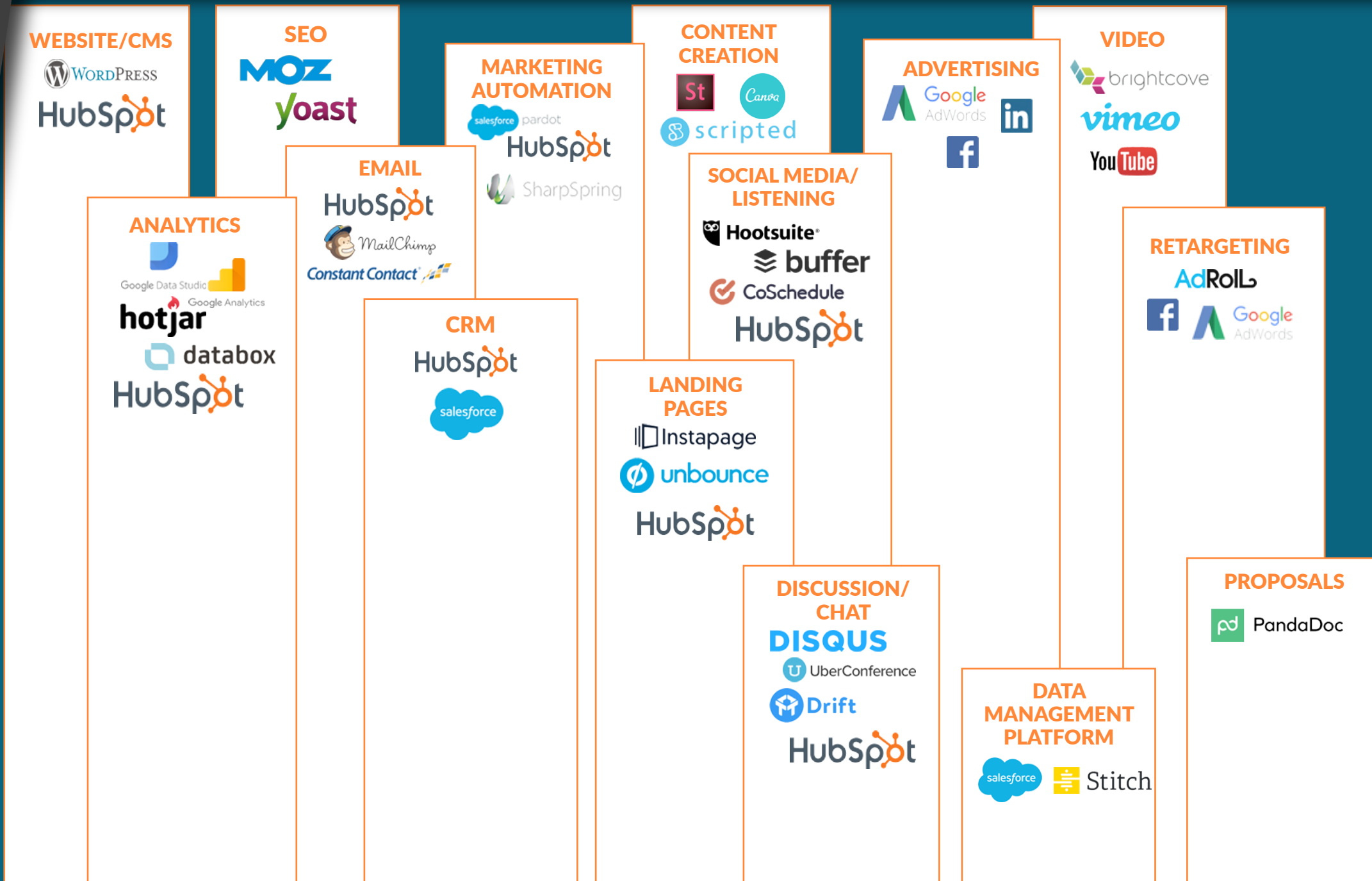
### FUNNEL STAGES

Attract

Engage

Convert

Retain



**BUILD AN SMB MARTECH STACK THAT COVERS YOUR ENTIRE FUNNEL STRATEGY:**

Start by looking at your Website/CMS solution and continue moving right to build out a stack that helps generate and nurture the right audience for you into high-value customers.