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Tips for successful lifecycle marketing After understanding what lifecycle marketing is and what are its goals, let me now put light on some tips for effective lifecycle marketing Develop multiple channels When your business creates its online and offline presence, it decides which channels it will invest in and where it will build its presence. When doing so, it is important for an organization to consider every channel as a united front of the brand and not a separate outlet. The experience of customers gets while engaging through an application, in a brick and mortar outlet, or through the website of a brand, all parts should be the parts of customer experience that you are aiming to build. Companies that ad...

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Phone:

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