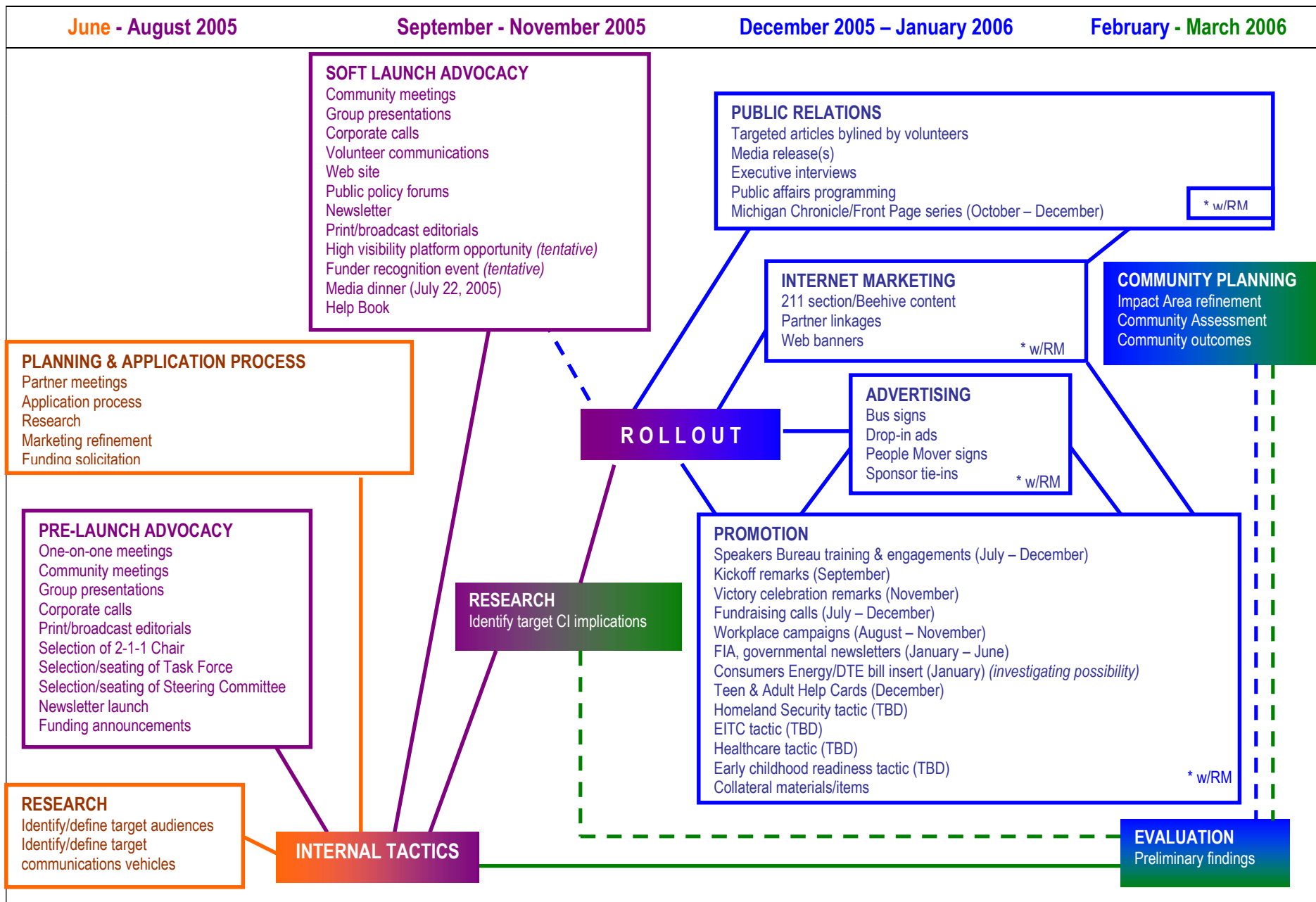


2005-06 2-1-1 Marketing Strategy & Tactics Overview

* RM = Response mechanism



PATH TO MISSION:

IDENTIFICATION → AWARENESS → INTEREST → DESIRE/EVALUATION → ACTION → INFO EXCHANGE → IMPACT