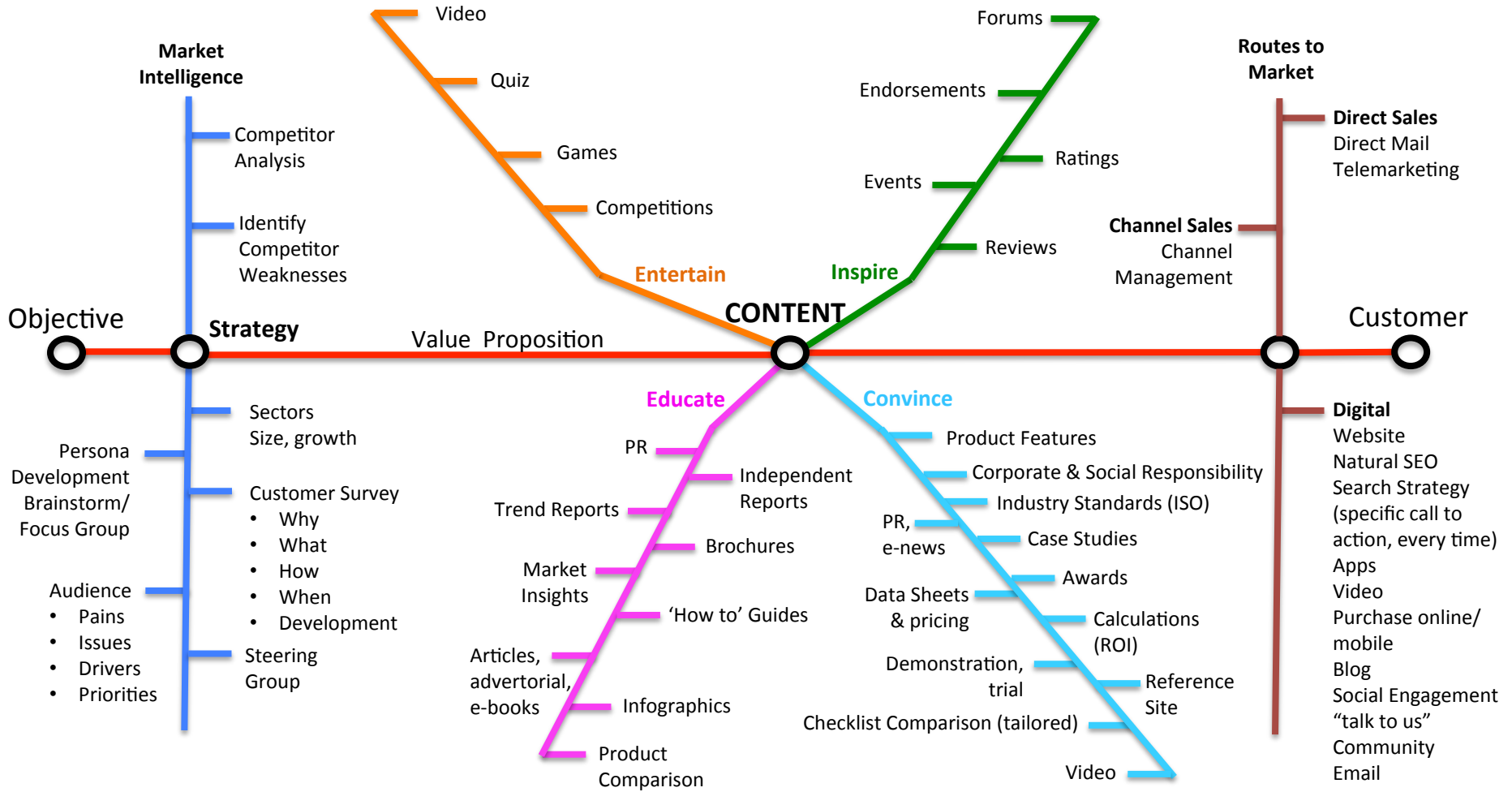


B2B Marketing Map

Awareness → Purchase

Decisions and loyalty require emotional input. Orange and Green must be in your mix



Pink and blue appeal to rational thought that help to convince. Use blue at the point of decision