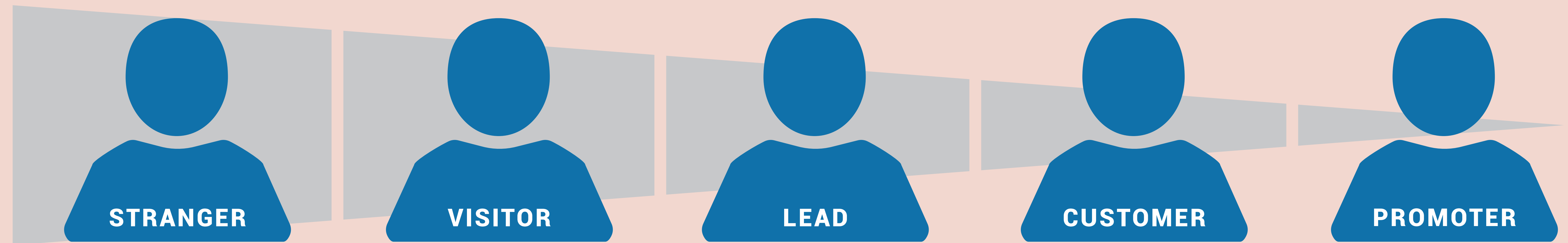




CONTENT MATRIX



DOEL	AWARENESS	CONSIDERATION	DECISION	IMPRESS	DELIGHT
STRATEGIE	ATTRACT	ENGAGE	QUALIFY	CLOSE	GROW
CONTENT TYPES					
KANALEN					
KPI'S					