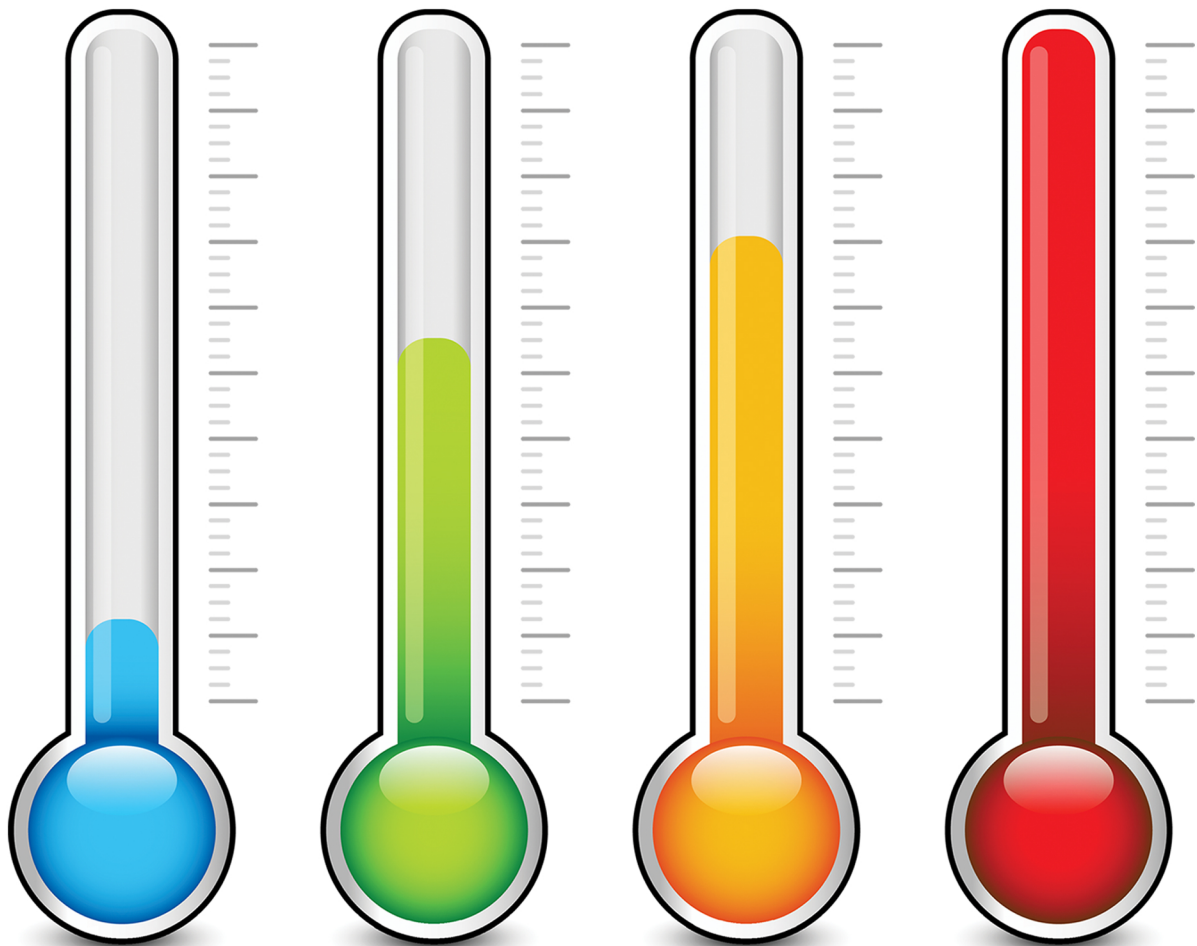


# *The Customer Thermometer*



## **Cold**

They don't know you

## **Cool**

They've heard of you. They might consider using your business.

## **Warm**

They know you and like you. They might have bought a low-cost item or had a free trial

## **Hot**

They love you. They're a customer and would recommend you

**What 'Temperature' is my audience?**

**Am I using the right words for that audience?**

**Am I offering the right thing for their temperature?**

**How can I make them 'warmer'?**

**Get Your Teeth Into Facebook Marketing**

Copyright 2017 [www.BiteMeMarketing.co.uk](http://www.BiteMeMarketing.co.uk)