



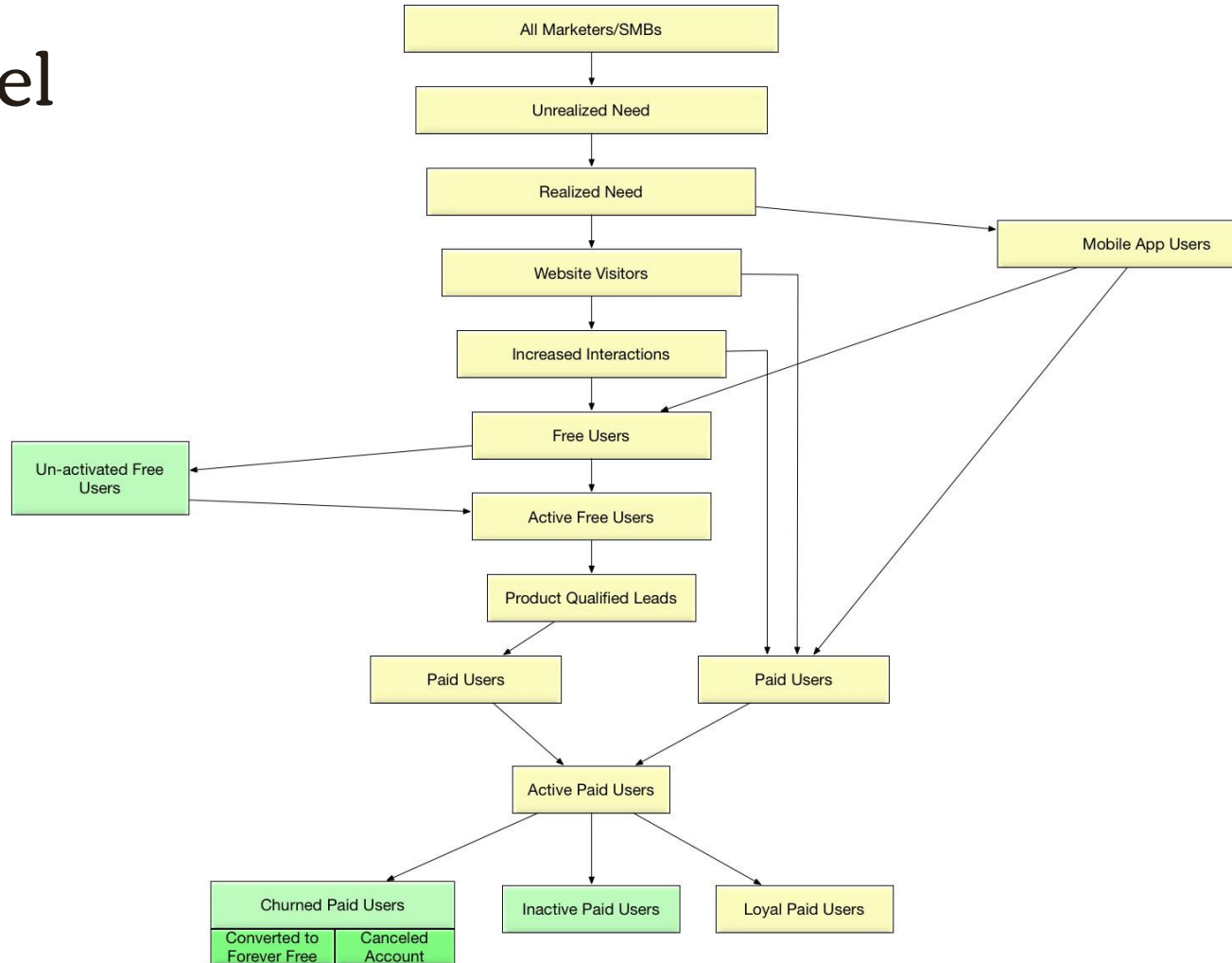
Mailchimp Demand Funnel

FALL 2018

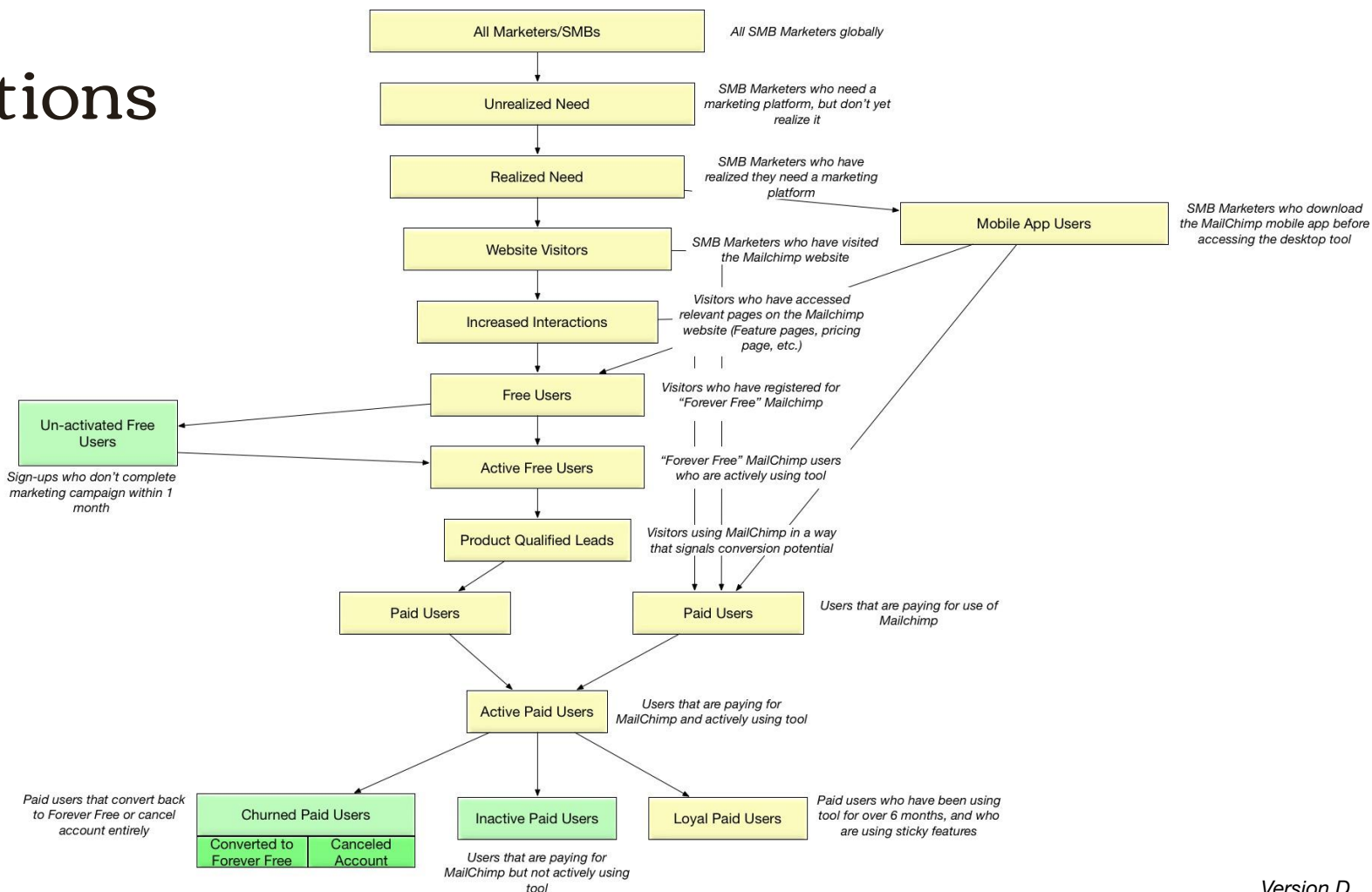
Draft



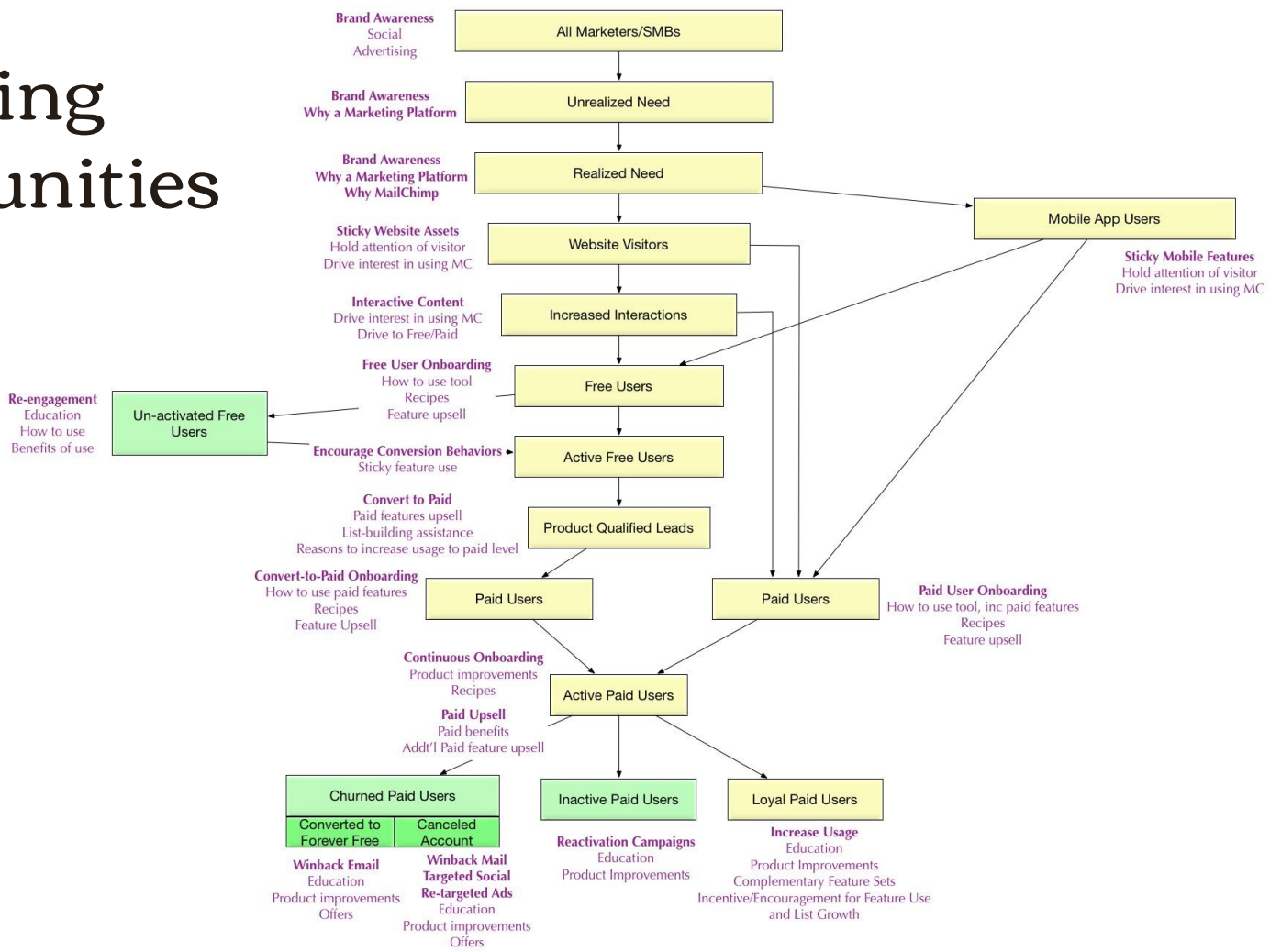
The funnel



Definitions



Marketing Opportunities



Channels

