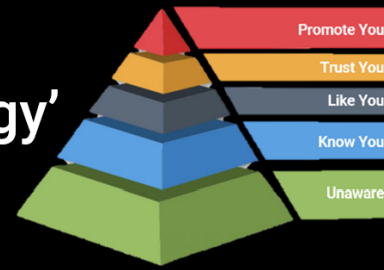


'6 steps to an effective Ascension Marketing Strategy'

From awareness to advocate, the customer journey is an earned outcome.



Most people don't know about your business. The journey from a stranger to an advocate requires a solid strategy and execution roadmap.

The **Ascension Model** is a prospect engagement strategy that encourages potential customers to learn about you and your offerings. Once they experience value firsthand, they trust and gain the confidence needed to make a major investment or long-term commitment.



Here is how it works:

1. Tiered Product Offerings:

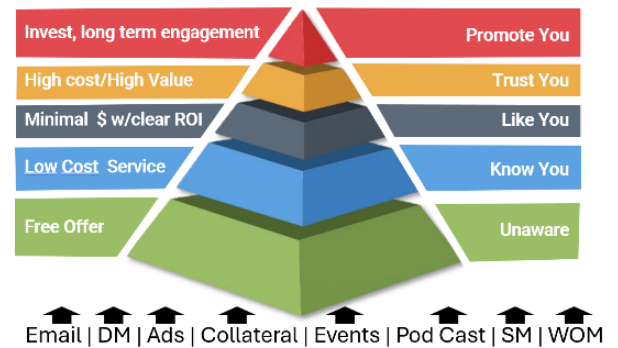
- The Ascension Model involves structuring your offerings from basic (low-priced) to complex (high-priced).
- Imagine a ladder with different rungs, each representing a product or service level. ["Know you"]

2. Multiple Price Points:

- Start by offering something free or low-cost (like an e-book or introductory online seminar) to attract potential customers.
- As they engage with your brand, gradually introduce higher-priced products or services to increase buyer interest. ["Like you"]

3. Upselling and Ascending:

- Best-fit prospects are increasingly interested in working with you and will respond more readily to nurture messages. In some cases, the interested prospect opts for a direct conversation leading to long-term engagement.
- Here is a hypothetical example:
 - **Awareness:** A free e-book or webinar with immediately useful information can earn a great deal of trust.
 - **Know You:** A \$2,500 assessment experience is the first real 'taste' for what the working relationship might be like – a trial run with immediate value.



- **Like You:** A \$20,000 transformation of the prospect's business which increases revenue for both companies and puts your company in the role of a valued 'go-to' vendor.
- **Trust You:** Priceless: your company graduates from 'vendor' status to 'trusted partner' – where ongoing engagement is a win-win for both parties. This is the stage where your top-of-the-funnel customer becomes an advocate and introduces you to new prospective customers.

4. Customer Relationship Building:

- The Ascension Model allows you to build a deeper relationship with your customers.
- As they ascend, they gain trust in your expertise and are more likely to make larger investments in the partnership.

5. Refer others to you:

- Early revenue-building engagements like the \$2,500 investment sustain the customer's enthusiasm for deepening your relationship.
- As they benefit from your product/services, they begin to tell others about you [advocate].

6. Efficient Revenue Generation:

- Offering a modestly priced engagement like the Assessment sets the stage for an exchange of value early in the relationship. Prospects that have 'skin in the game' are more likely to continue a long-term commitment.
- Not everyone will ascend to the highest level, but those who do contribute significantly to your overall income.

7. Challenges and Considerations:

- The Ascension Model requires effective marketing, clear communication, and strategic pricing.
- It is essential to provide value at each level to encourage customers to ascend willingly.

The Ascension Model helps businesses maximize revenue by strategically guiding customers through a progression of offerings, leading to higher-value sales.

Remember: if you build it, they will come only works in the movies. Once you define your sales model, you will need a multi-touch campaign strategy to stay top-of-mind and encourage customers to deepen their engagement level, reap greater business value and become your advocates!

Looking for help defining an Ascension plan and filling your pipeline? [Let's talk!](#)

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