

Lifecycle Marketing

This article applies to:

[Max Classic](#)

Customize your sales and marketing strategy based on three stages of Lifecycle Marketing - Keap's proven framework for capturing leads, increasing sales and creating lifetime value for your customers. While these videos are a few years old, the methods and theories presented in them are still practical today!

For more on this topic, check out this current training from Keap Academy -

<https://academy.keap.com/courses/lifecycle-automation>

Download the [Lifecycle Marketing Self Assessment PDF](#)

Video 2

