



This shows the journey that a product manufacturer wants to take a Architect or specifier on. Product manufacturers REACH out using many varied methods in order to get their product known to those that specify in construction. This then requires the Specifier to ACT by visiting the website. Specifiers will then CONVERT by carrying out one of many actions on the website. This could be the point of sale. Product Manufacturers then need to ENGAGE with the specifier to keep them coming back.