

THE PATH OF THE CONSUMER ON THE INTERNET

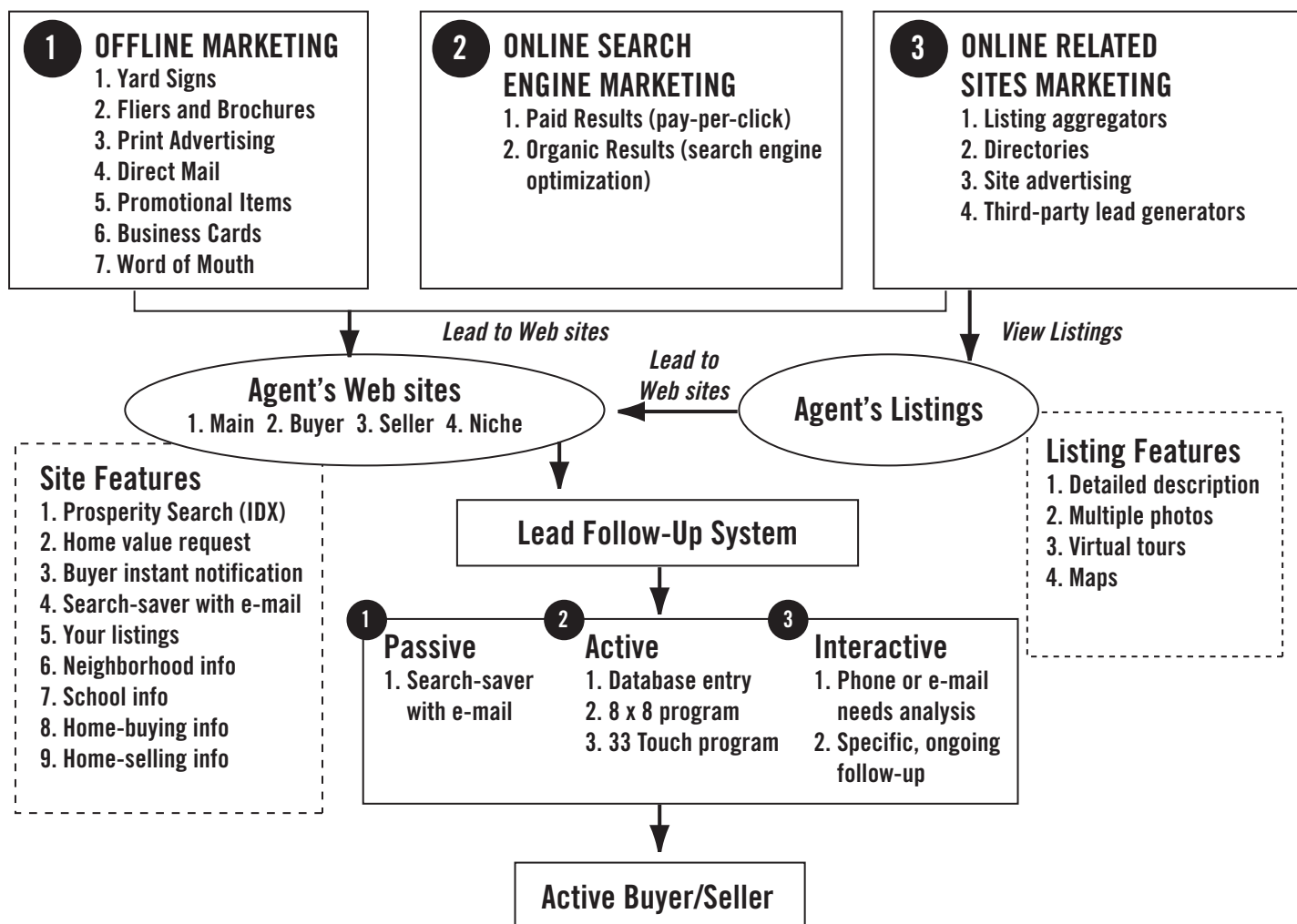


FIGURE 24 For every way to attract customers online, there is an equally effective method offline. When the two work together and you have a solid lead follow-up and conversion plan, your Web site can be at the center of successful lead generation.