

CUSTOMER LIFECYCLE STRATEGY CHART

Strategic Planning Template: ARG Framework

Date: _____

Department: _____

Quarter: _____

LIFECYCLE PHASE	CORE OBJECTIVES & KPIS	PRIMARY CHANNELS	ACTION ITEMS
ACQUISITION Attracting New Users	• CAC (Cost per Acq) • Lead Conversion Rate • New Traffic Volume	• SEO/SEM • Social Media Ads • Content Marketing	
RETENTION Keeping Customers	• Churn Rate • DAU/MAU Ratio • NPS Score	• Email Automation • Customer Support • Loyalty Programs	
GROWTH Maximizing LTV	• Average Order Value • Upsell Conversion • Referral Rate	• Personalized Offers • Affiliate Networks • Product Bundling	

Executive Summary & Notes