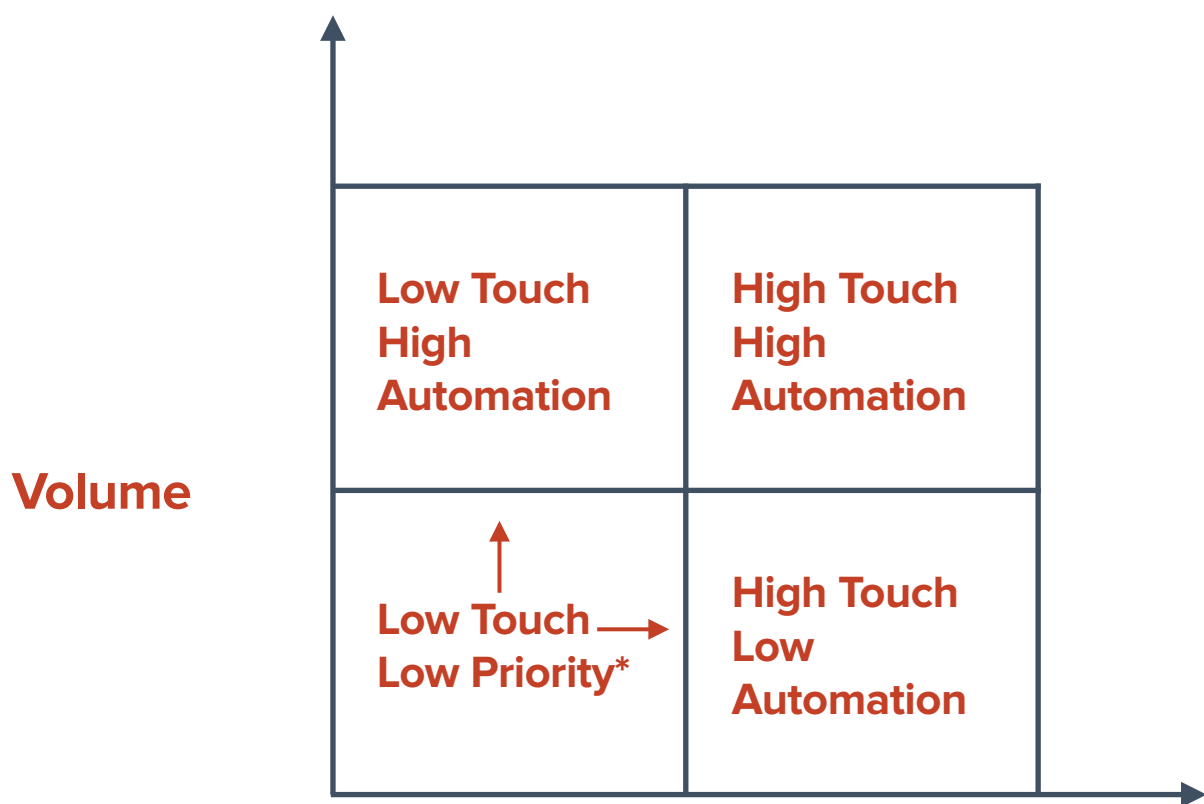


Volume / Value Matrix

The Volume/ Value Matrix is a helpful way to think about what level of automation vs personal touch you need in your marketing system.



The higher the volume, the higher the automation. The higher the value, typically the higher the personal interaction/touch.