|  |  |  |  |
| --- | --- | --- | --- |
| **Lifecycle Stage** | **Call To Action Inventory** | **Type of appeal** | **How to measure?** |
| **Competence** | **Autonomy** | **Relatedness** |
| **Before the first visit** | **SEO title tags & meta descriptions** |  |  |  |  |
| **Mailing lists** |  |  |  |  |
| **Joint events** |  |  |  |  |
| **Guest posts** |  |  |  |  |
| **eBooks** |  |  |  |  |
| **White papers** |  |  |  |  |
| **On-site, before registration** | **Tag line** |  |  |  |  |
| **Registration button** |  |  |  |  |
| **Pop-up box** |  |  |  |  |
| **During Registration** | **Registration page** |  |  |  |  |
| **Confirmation e-mail** |  |  |  |  |
| **Post-registration** | **Name of categories** |  |  |  |  |
| **Newsletters/e-mails** |  |  |  |  |
| **Personal replies/discussions posts** |  |  |  |  |