

# HOW PR EFFECTS THE STARTUP SALES FUNNEL

## TOFU:

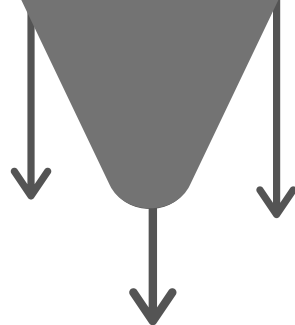
- Product Launch News
- Industry News Coverage
- Funding News

## MOFU:

- Customer News Coverage
- Product Development News
- Company Growth News
- Thought Leadership

## BOFU:

- Customer News
- Company Growth News
- Thought Leadership



MRR/ARR **GROWTH**  
RENEWAL/REPEAT SALES **GROWTH**  
CROSS SELLING **GROWTH**  
REFERRAL REVENUE **GROWTH**