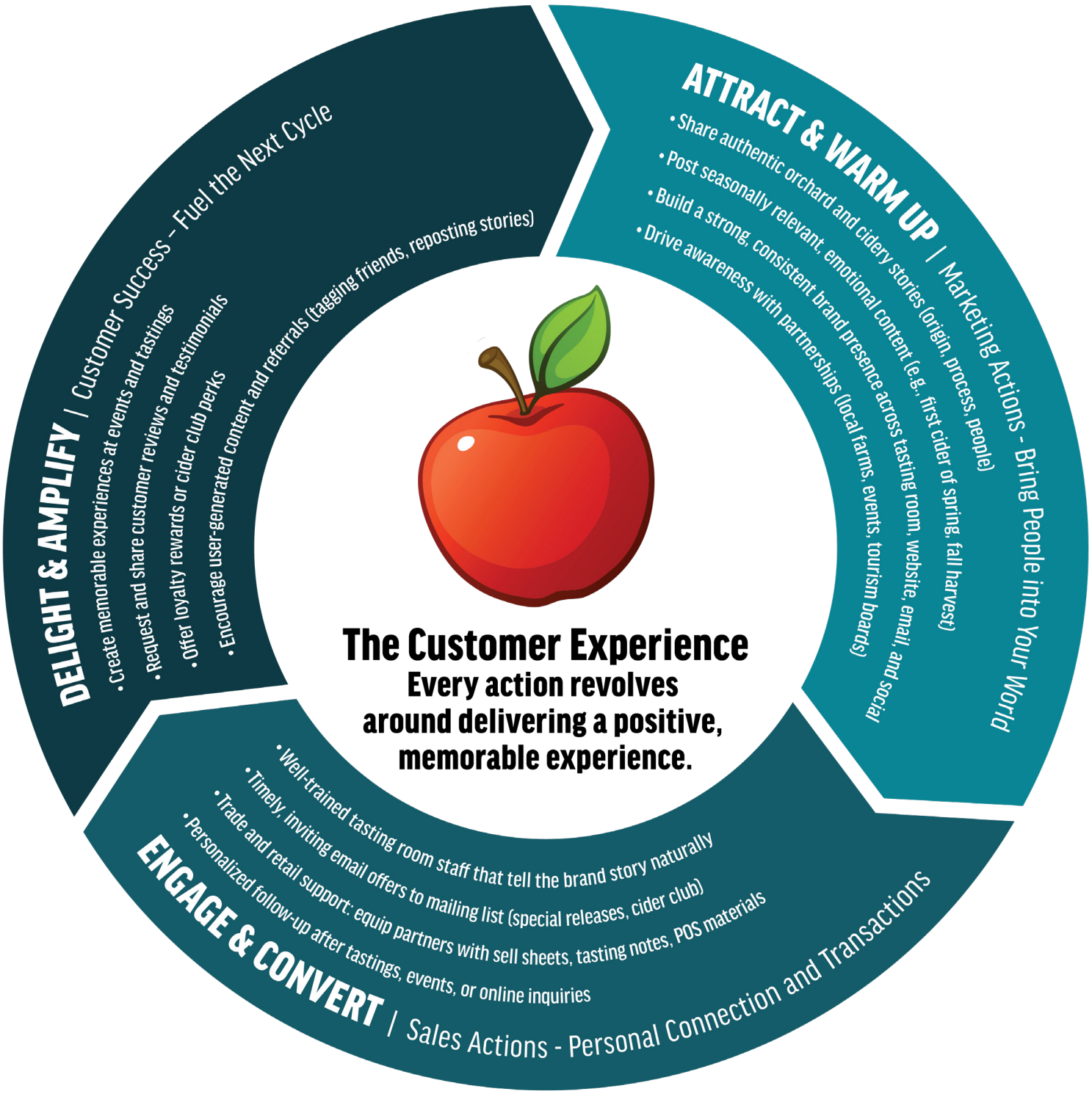
Cidery Flywheel: Marketing Powers Sales



How the Flywheel Gains Momentum:

Marketing attracts the right customers ->
Sales converts them through positive, informed interactions ->
Customer Delight leads to repeat purchases, referrals, and brand advocacy ->
Their positive experiences **attract new customers** ->
The cycle builds energy **and grows stronger** with each spin.