



eMarketing Wisdom

Align your Marketing Strategies and your Core Values

Internet Marketing Flowchart

Key Elements of Inbound Marketing

Prepared by

eMarketing Wisdom

www.eMarketingWisdom.com

November, 2013

eMarketing Wisdom. Align your marketing strategies and your core values. Enroll in a free course with tips from leading authorities. See <http://eMarketingWisdom.com/ewisdom>.

eMarketing Wisdom is committed to excellence and integrity in marketing. See <http://eMarketingWisdom.com/emarketing>.

Inbound Marketing Principles

1. **Connect** with potential customers. Be found by those who are searching for what you offer.
2. **Engage** with potential customers to develop their trust and confidence in your business.
3. **Provide** commodities or services that satisfy customers' needs.
4. **Assess** your marketing, constantly, using analytics, metrics, surveys, etc. Tweak as you go.

Resources: http://en.wikipedia.org/wiki/Inbound_marketing

INBOUND MARKETING STAGE

MARKETING DEVELOPMENT

	Connect	Engage	Provide	Assess
Phase I	START ↓			
Phase II		↓	↓	
Phase III			↓	↓

SEE NEXT PAGE
→



eMarketing
Wisdom

Market with Integrity

eMarketing Flowchart



eMarketing Wisdom
Market with Integrity

	Connect	Engage	Provide	Assess
Phase I	Maps (Google, Yahoo, ...) Social Page Setup (Facebook ...) Website Development I Domain, Hosting, Layout			
Phase II	Website Development II SEO, Keywords, Content Directory Listings (Yelp ...) Google & Facebook Ads	Blogging Social Media Engagement Email List and Newsletters	Special Offers Opt-ins Calls to Action	Metrics and Analytics Surveys
Phase III	SEO, Backlinks Forums Articles Press Releases	Increase Reach You Tube Flickr Screenshare	Groupon, Contests etc.	Split testing Media comparisons