

INTEGRATED MARKETING

8 Steps to Reaching Your Goals With Integrated Marketing

1

Develop Strategy



The first step in Integrated Marketing is laying down your Foundation. You can develop your strategy by evaluating your: Target Market • Competition • Value Statement • Company Goals

Develop Marketing Plan

2

After developing a strategy, a Marketing Plan needs to be developed. Develop your Marketing Plan including: Tactics • Timeline • Measurements



3

Establish Credibility



Implement the Strategy and Marketing Plan to establish Credibility and Visibility by utilizing the following tools: Website • Public Relations • SEO • Trade Shows • Customer Stories • Brochures • Blogs • Newsletters • Print Advertising • Social Media

Generate Leads

4

The next step is to Generate Leads using: Online Advertising • Email Campaigns • Direct Mail • Telemarketing • Trade Shows



5

Nurture Prospects



Then Nurture those Leads/Prospects with: Blogs • Newsletters • Email Campaigns • Social Media • Customer Stories

Acquire Customer

6

Congrats! You have a new customer! Now is the time to keep them happy.



7

Retain Customer



Once a new customer is added, it is important to make sure they stay a customer with: Surveys • Appreciation Events • Rewards Programs

REPEAT

8

Review, Modify, and Repeat!

