INTEGRATED MARKETING 8 Steps to Reaching Your Goals With Integrated Marketing



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 Strategy

Develop Marketing Plan •

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





Establish Credibility

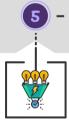
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Implement the Strategy and Marketing Plan to establish Credibility and Visibility by utilizing the following tools: Website • Public Relations • SEO • Trade Shows • Customer Stories •Brochures • Blogs • Newsletters • Print Advertising • Social Media

Generate Leads



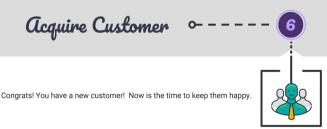
The next step is to Generate Leads using: Online Advertising • Email Campaigns • Direct Mail • Telemarketing • Trade Shows



Nurture Prospects

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

Acquire Customer



Retain Customer



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





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