

Let us get you to **The Point Above.**

How do you know what marketing and social media solutions are right for your business?

By understanding the Customer Development Cycle and why a sound marketing strategy is so important to your growth.



Marketing Strategy



Customer Development Cycle

Awareness: Make customers aware of the product or service.

Traditional: Print, TV, Radio, PR

Online: Search Marketing, Digital Marketing, Website

Social Media: Twitter, Facebook, YouTube, LinkedIn, Instagram, Pinterest, Blogs

Comprehension: Help customers understand how the product or service can benefit them and remove barrier to trial.

Traditional: Brochures, Sales Sheets, Product Videos, News Releases, Testimonials

Online: Websites (standard and micro-sites), Webinars, White Papers

Social Media: SMNRs, Blogs, YouTube

Conviction: Create a change in customer's buying habits that result in long-term, recurring revenue.

Traditional: Direct Mail, Sweepstakes, Trade Show

Online: E-mail, Form Submissions

Social Media: Blogs, Social Media Editorial Calendars

Advocacy: The customer is your biggest fan.

Traditional: Loyalty Cards, Editorial Testimonials, Referral, Word-of-Mouth

Online: Viral Applications (Send to a Friend), Ongoing E-mail Programs

Social Media: Twitter, Facebook, YouTube, LinkedIn, Instagram, Pinterest, Blogs, etc.

Begin the process of developing a powerful and engaging marketing strategy by answering the following questions.

- Who are your target audiences?
- How do you reach your target audiences?
- What is your Unique Selling Proposition?
- What gives your audiences a reason to believe in your message or services?
- Do you have an established business plan and development strategy for your business?
- How do you measure your company success?

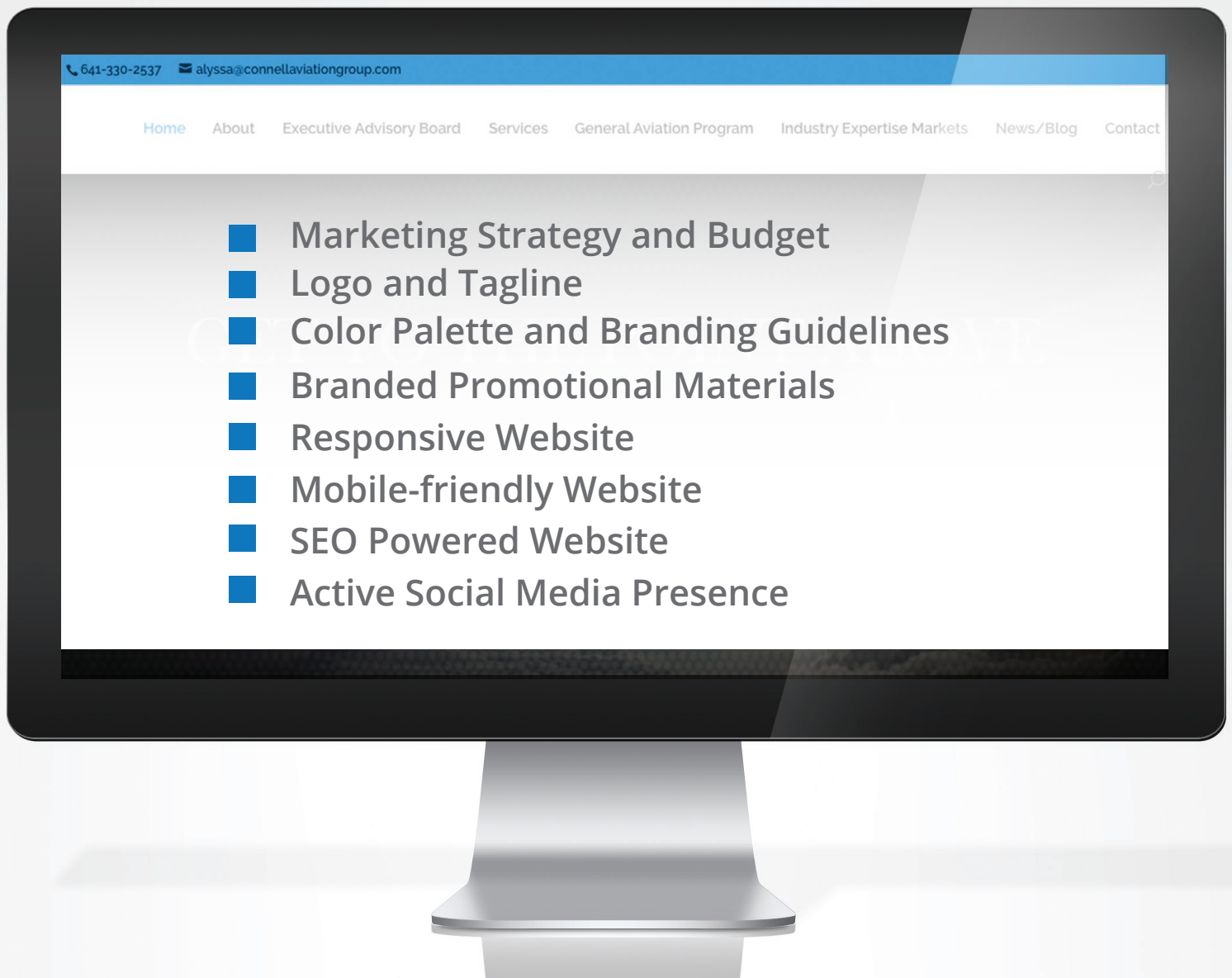
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Create marketing elements that accomplish clear goals and objectives.

Here are a few items you'll need to get started. How many do you have?



Contact us today for the highest quality and most affordable communications solutions by specialists solely dedicated to your Industry.

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