



High Peaks Digital

Integrity, Respect, Service, & Satisfaction

Internet Marketing Flowchart

Key Elements of Inbound Marketing

Prepared by

High Peaks Digital

www.HighPeaksDigital.com

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High Peaks Digital. Website and internet marketing services based on integrity, respect, service, and satisfaction.

Free course for entrepreneurs: Align your marketing strategies and core values. See <http://highpeaksdigital.com/ecourse>.

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 and services that inspire and satisfy customers.
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			↓	↓

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Market with Integrity

eMarketing Flowchart



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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 <div> Forums Articles Press Releases </div>	Increase Reach <div> You Tube Flickr Screenshare </div>	Groupon, Contests etc.	Split testing Media comparisons