



High Peaks Digital

Integrity, Respect, Service, & Satisfaction

Internet Marketing Flowchart

Key Elements of Inbound Marketing

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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

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

MARKETING DEVELOPMENT

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**High Peaks
Digital**
Market with Integrity

eMarketing Flowchart



High Peaks Digital
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 |