

AUDIENCE NEEDS
- Market research

OFFERS

Ads

Own Products
(Paid info products & free reports)

Affiliate Products

Lead Gen

EXTERNAL TRAFFIC

PPC
- Adwords
- Yahoo/Bing
- Facebook
- Etc.

SEO
- Content for link-building
- Link-building

Media Buys

Social Media

INTERNAL TRAFFIC

Autoresponder messages

Broadcast messages

CUSTOMER SERVICE

WEBSITE DEV

- Keyword research
- Site structure
- Content creation

TRACKING

Metrics for:
- Paid traffic
- Organic traffic
- Email marketing

CONVERSION OPTIMIZATION

- Split-testing of squeeze/sales pages
- Testing of Adsense placement