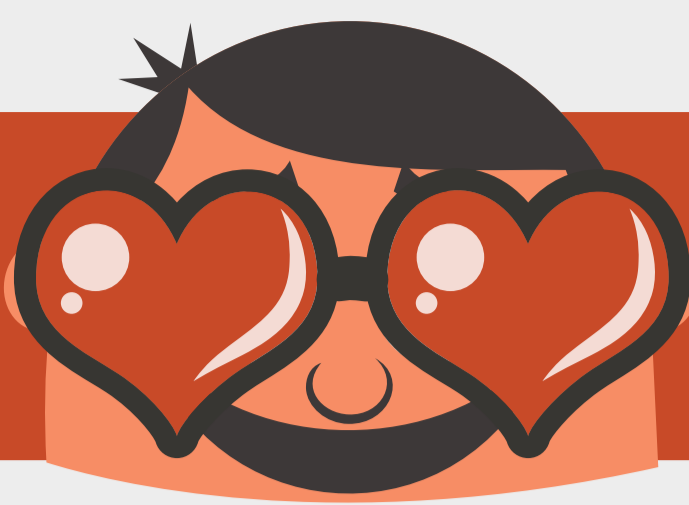
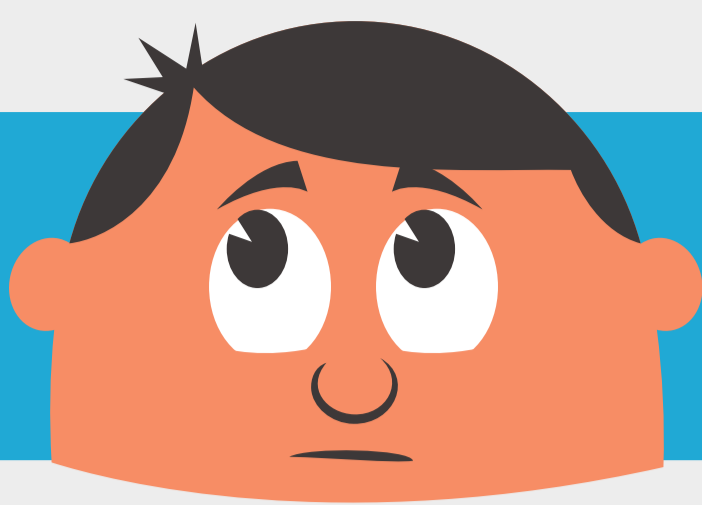


from STRANGER TO LOVER

HOW TO DO ONLINE BRAND MARKETING IN 2013*

*Also known as inbound or content marketing. I prefer to simply call it the new standard.



1 MAKE A PLAN

objectives & strategy

Set the course with a solid strategy linked to business objectives. Including:

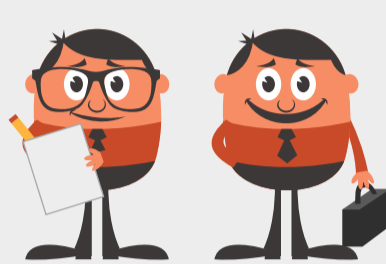
- ▶ Sales & marketing objectives
- ▶ Key challenges
- ▶ Brand story & positioning
- ▶ Target audience & personas
- ▶ Source of growth & competition
- ▶ Big creative idea
- ▶ Media mix & tactics
- ▶ Social content groups
- ▶ Key success metrics



2 DEVELOP MARKETING INFRASTRUCTURE

people infrastructure

- ▶ Internal roles
- ▶ External roles (Agencies / consultants)
- ▶ Approval flow
- ▶ Policies & guidelines



digital infrastructure

- ▶ Website / blog design
- ▶ Marketing automation
- ▶ Social platform design
- ▶ Social content management
- ▶ CRM



3 CONNECT WITH YOUR AUDIENCE

from stranger to lover

Create social content that will appeal to your audience throughout the stages of the marketing & sales cycle, nurturing them towards becoming promoters of your brand.



OBJECTIVES

What you want to do

AUDIENCE MINDSET

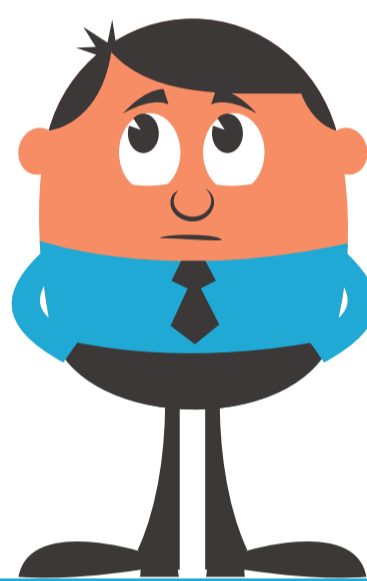
Who you're talking to

TACTICS

How you do it

REACH & ATTRACT

stranger
(UNKNOWN)



"I've never heard of your brand."

- Blogs
- Video/Photos
- Social Media
- SEO/Keywords
- Social Ads
- Search Ads
- Display Ads

CONNECT & CONVERT

visitor
(PROSPECT)



"I know your brand products/services."

- Offers (ebooks, tutorials, webinars, etc)
- Landing Pages
- Calls to Action
- Forms/Social Logins
- Contests

CONVINCE & CLOSE

friend
(LEAD)



"I want to hear more about your brand."

- Lead Scoring
- Contact segmentation
- Lead nurturing
- Demo
- Coupons
- Trial
- Emails
- Sales call

CARE & DELIGHT

partner
(CUSTOMER)



"I've paid for your brand products/services."

- Customer Service
- Upsell
- Rewards
- Social media
- Email
- Phone

lover
(PROMOTER)



"I'll buy again & I'm telling my friends."

4 MEASURE, RINSE & REPEAT

continuous improvement

Keep doing what's working, stop doing what's not and try something new. That's pretty much it.



This Infographic was created by:

tent social

Social Content Marketing Agency

We are a digital marketing agency that specializes in the planning, creation and management of social content.

In other words...

We tell awesome brand stories that people love and share.

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