



By addressing all seven critical areas of marketing, you'll be able to:

- ✓ Offer exactly what your market is looking for
- ✓ Project a message that will drive clients to your business
- ✓ Devise strategies that support your specific goals
- ✓ Develop and implement campaigns that turn your strategies into effective tactics
- ✓ Wisely use marketing methods & vehicles that support your message & strategy
- ✓ Increase revenues using consistent sales systems
- ✓ Create client allegiance and predictable repeat revenue patterns



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## The 7 C's of the Customer Interface

- Context
- Content
- Commerce
- Community
- Connection
- Customization
- Communication

## Search Engine Optimization (SEO)

1. Keyword Research
2. On-site Optimization
3. Off-site Optimization (link building)
4. Tracking Results

$$\begin{array}{c} \text{Unique Visitors} \\ \times \\ \text{Conversion Rate} \\ \times \\ \text{Average Selling Price} \\ = \\ \text{Gross Profits} \end{array}$$