



Online Marketing Tactics

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Website: How will your website promote your products or services or add credibility to your business? What are the primary objectives of your website in marketing and selling your products and services? _____

SEO/SEM: Will you drive traffic to your website using either unpaid or paid search engine marketing? If so, how? _____

Email Newsletters: Will you create an email newsletter to connect with your customers and prospects? What type of content will you include? How often will you send the newsletter out? How will you build your mailing list? _____

Blogs: Will you write a blog? What blogs will you actively participate in to increase your visibility? _____

Social Media: Will you use social media such as Facebook, Twitter, YouTube, LinkedIn, Pinterest, and the like, to spread the word about your products and services, and to engage customers and prospects? _____

Other Online Advertising: Will you use paid advertising on other websites or portals? If so, which ones? _____

Other Online Tactics: Will you use other online vehicles such as podcasts, video, daily deals, or review sites? If so, how will you use them? _____
