

ANATOMY OF A MARKETING SYSTEM IN TRANSITION

<u>TELEVISION</u> →	<u>INTERNET TV SHOWS</u>
<u>RADIO</u> →	<u>INTERNET RADIO SHOWS</u>
<u>TRADE SHOWS</u> →	<u>ENGAGE , DISCOVER, EDUCATE</u>
<u>CLUBS & ASSOCIATIONS</u> → <u>FEATURES AND BENEFITS</u> <u>ORIENTED</u>	<u>ON LINE NETWORKING</u> <ul style="list-style-type: none"> • Referral Groups • Building Connections • Internet Branding • Personal Branding
<u>SEMINARS</u> →	<u>WEBINARS</u> <ul style="list-style-type: none"> • (Free Seminars)
<u>PRINT MEDIA</u> → <u>DIRECT MARKETING</u> <u>DATA BASE MANAGEMENT</u>	<u>ON LINE MARKETING</u> <ul style="list-style-type: none"> • Newsletters • Blogs • Social Networks • Website <u>DIRECT MAIL CAPAIGNS</u> <u>BUSINESS CARDS</u>
<u>MARKET RESEARCH TO</u> → <u>FIND CUSTOMERS</u>	<u>WORD OF MOUTH MARKETING</u> <u>CUSTOMERS FIND US</u>
<u>EXPERTS</u> →	<u>PEER-TO-PEER</u>
<u>TACTICAL CONVENTIONAL</u> →	<u>STRATEGIC INTEGRATION</u>

BRAND DEVELOPMENT

There is Always A Better Way