

DIGITAL

VS

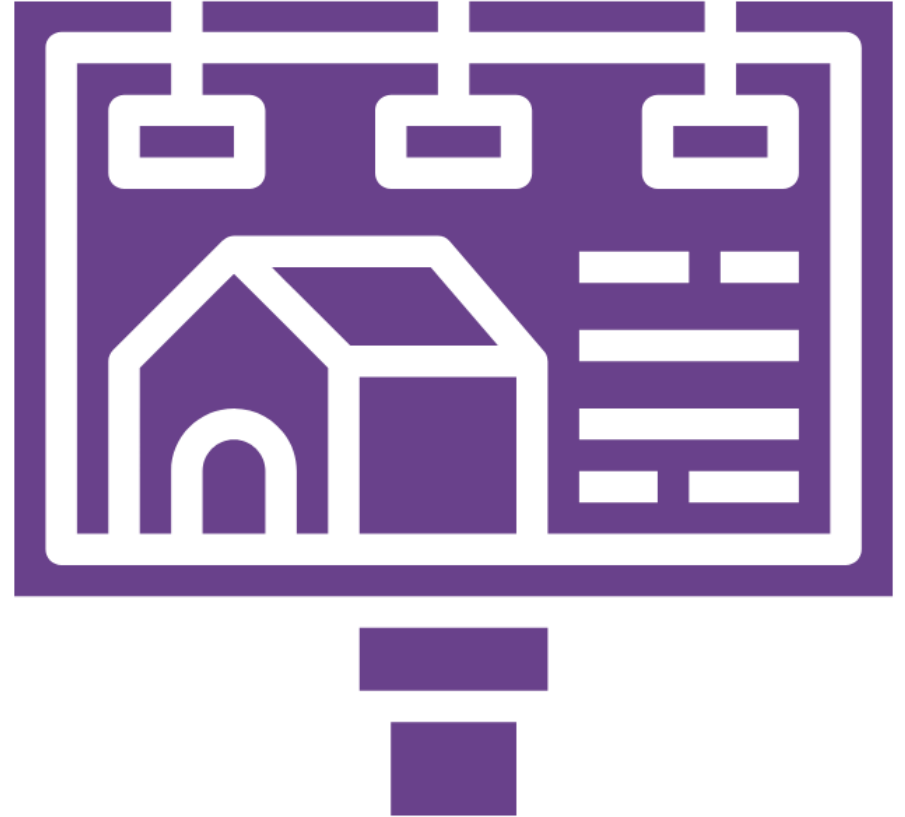
TRADITIONAL

MARKETING



Traditional Marketing

- Signs
- Billboards
- Direct Mail
- Flyers and Brochures
- Face to Face Interaction
- Print Ads
- Telemarketing
- Radio
- Television



Digital Marketing



- Websites
- Email Marketing
- Marketing Automation
- Content Marketing
- Social Media
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Pay-per-click (PPC)

Before you begin ...

What's your (marketing) objective?

- BRAND AWARENESS
- LEAD GENERATION
- CUSTOMER ACQUISITION
- CUSTOMER LOYALTY
- THOUGHT LEADERSHIP
- ENGAGEMENT
- WEBSITE TRAFFIC
- LEAD MANAGEMENT
- SALES

Before you begin...

Who is your (ICP) Ideal Client Profile? [B2B or B2C]

- WHAT AWARENESS STAGE ARE THEY IN?
- ARE THEY A GOOD FIT FOR YOU?
- WHAT ARE THEIR FEARS? WHAT ARE THEIR HOPES?
- HOW CAN YOU HELP THEM?
- HOW DO YOU INTERSECT THEM?

Resources

- **Hubspot**- terrific source to learn anything marketing with free ideas galore
- **Canva**- awesomely affordable graphics presentation program
- **Unsplash**- royalty free, hi-res images for whatever..no..really free!
- **Trello** - Freemium service to help keep you organized (alternative to ASANA)
- **Constant Contact** email service, website builder, and marketing automation tool
- **Investopedia**- outstanding resource for business and investing knowledge
- **Fiverr**- a good place to delegate to your weakness in today's gig economy
- **SCORE**search Google for a chapter near you