

Accelerate Your Internet Marketing

4 secrets to web success

Secret #1: **Define.Define.Define**

You have to have a plan to work your plan

- What are your key objectives?
- Who is your audience?
- What is the competition doing?
- How will you create differentiators?
- What will success look like?
- What tools will you need to accomplish your plan?

Secret #2: Think Web...not website

Know where your customers are and what they are using

- Social media
- Directories and listings
- Search Engines
- Industry groups
- Mobile web

Secret #3: **Uncover Points of Value**

Innovate to create compelling interactions

- Customer Engagement
- Supplier/Business Partner Connections
- Business Process Streamlining
- Knowledge Sharing

Secret #4: Know Your Magic Numbers

“What you do not measure, you cannot improve”

-Deming

- How will you define success?
- The most revealing metrics
- The one question you should ask yourself...

Questions?