

Web Marketing

Relationship Management – Existing Customers

Blog, newsletter, postcards, etc.

Organic Search

Keywords typed into Google, etc.

Adwords

Pay-per-click ads on search sites.

Web Links

Links to your site from other sites (e.g., blogs, media).

Ad Placement

Paid placement of ads on specific sites.

Affiliates

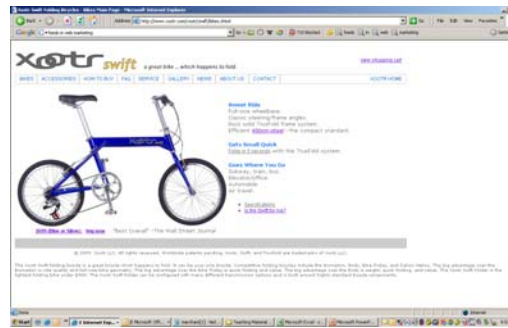
Referrals by incentivized partners.

Direct Access

Your domain typed directly in the browser.

Conventional Marketing

Direct mail, print advertising, television, PR, demos, etc.



Conversion

Abandonment

Sometimes...