NEW MARCOM MODEL
UNDERSTAND THE LANDSCAPE
INDUSTRY
EMPLOYEES
DEFINE AUDIENCE
LISTEN
CONTENT
PLATFORMS
ENGAGE
STOOL
SOCIAL AMPLIFIERS
CONVERSION
WEBSITE OPTIMIZATION
LEVERAGE COMMUNITY
BUILD AUDIENCE
REPURPOSE
BLOGGER OUTREACH
COMMUNICATE
SHARE
MEASURE
SALES
LRG GETS YOU THERE
HERE'S HOW...
STRATEGIES FOR THE NEW MARCOM MODEL
BRAND DIFFERENTIATION
RELEVANT CONTENT CREATION
MANAGING TACTICAL EXECUTION
H2H DEVELOPMENT & ENGAGEMENT
NURTURING H2H RELATIONSHIPS
MEASURE
SALES
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