

# NEW MARCOM MODEL

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## UNDERSTAND THE LANDSCAPE

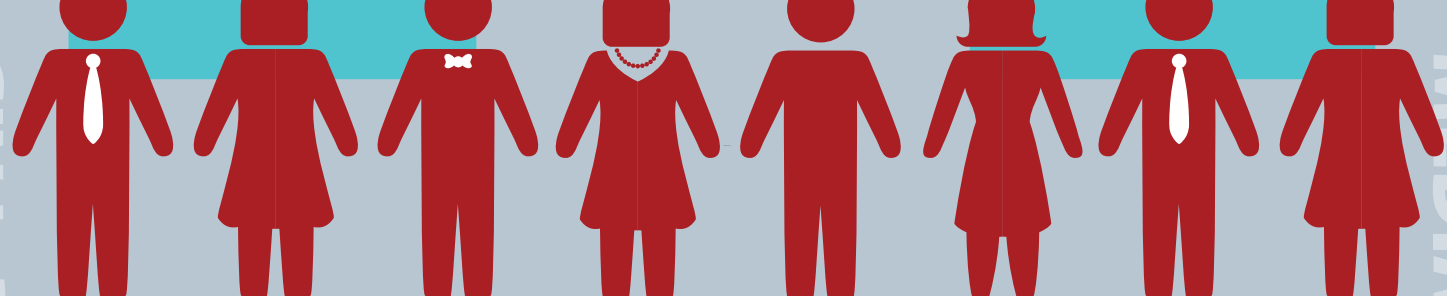


INDUSTRY

EMPLOYEES



## DEFINE AUDIENCE



## LISTEN



CONTENT

PLATFORMS



## ENGAGE



TOOL  
SOCIAL AMPLIFIERS  
CONVERSION  
WEBSITE OPTIMIZATION



LEVERAGE  
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



## I<sub>2</sub> DEVELOPMENT & ENGAGEMENT



## NURTURING H2H RELATIONSHIPS



## MEASURE



## SALES



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