

INTERNET MARKETING STRATEGY REVIEW

including Website Critique and Sales Improvement Plan

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STRATEGY ISSUES

THE MARKET NICHE

Typical persona

THE UNIQUE SELLING PROPOSITION (USP)

THE COMPETITION FOR THIS NICHE

- Strengths
- Weaknesses
- Opportunities
- Threats

THE MARKETING 4 PS

- Product
- Price
- Publicity
- Place
- Service

THE BUSINESS MODEL

OPERATIONS ISSUES

WEBSITE PERFORMANCE REVIEW

Initial Look and Feel - Blink

Usability

Search-ability

- Summary Overview
- Keyword Strategy
- Measuring Performance

Authority

Conversions

SOCIAL MEDIA MARKETING (SMM)

CUSTOMER RELATIONS

- Leads > Prospects
- Customer selling
- Customer Retention

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