



Internet Marketing Strategy Review
including Website Critique and Sales Improvement Plan

Table of Contents

STRATEGY ISSUES

THE MARKET NICHE

- Typical persona
- The Unique Selling Proposition (USP)

THE COMPETITION FOR THIS NICHE

- Strengths
- Weaknesses
- Opportunities
- Threats

THE BUSINESS MODEL

THE MARKETING 4 Ps

- Product
- Price
- Publicity
- Place
- Service

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