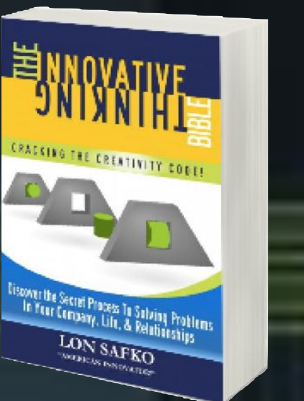
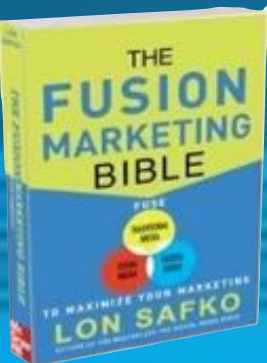
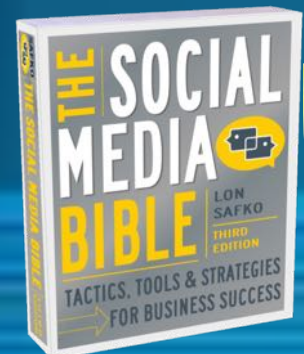
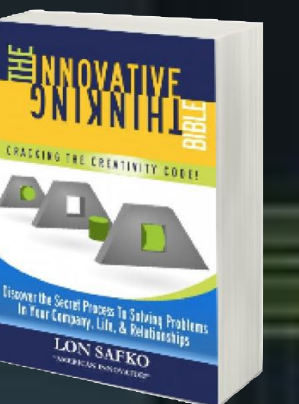
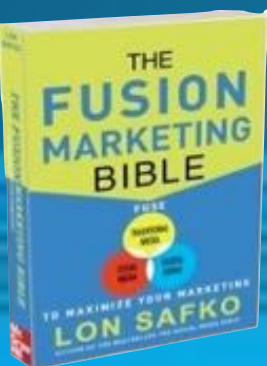
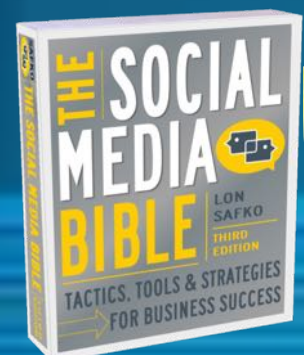
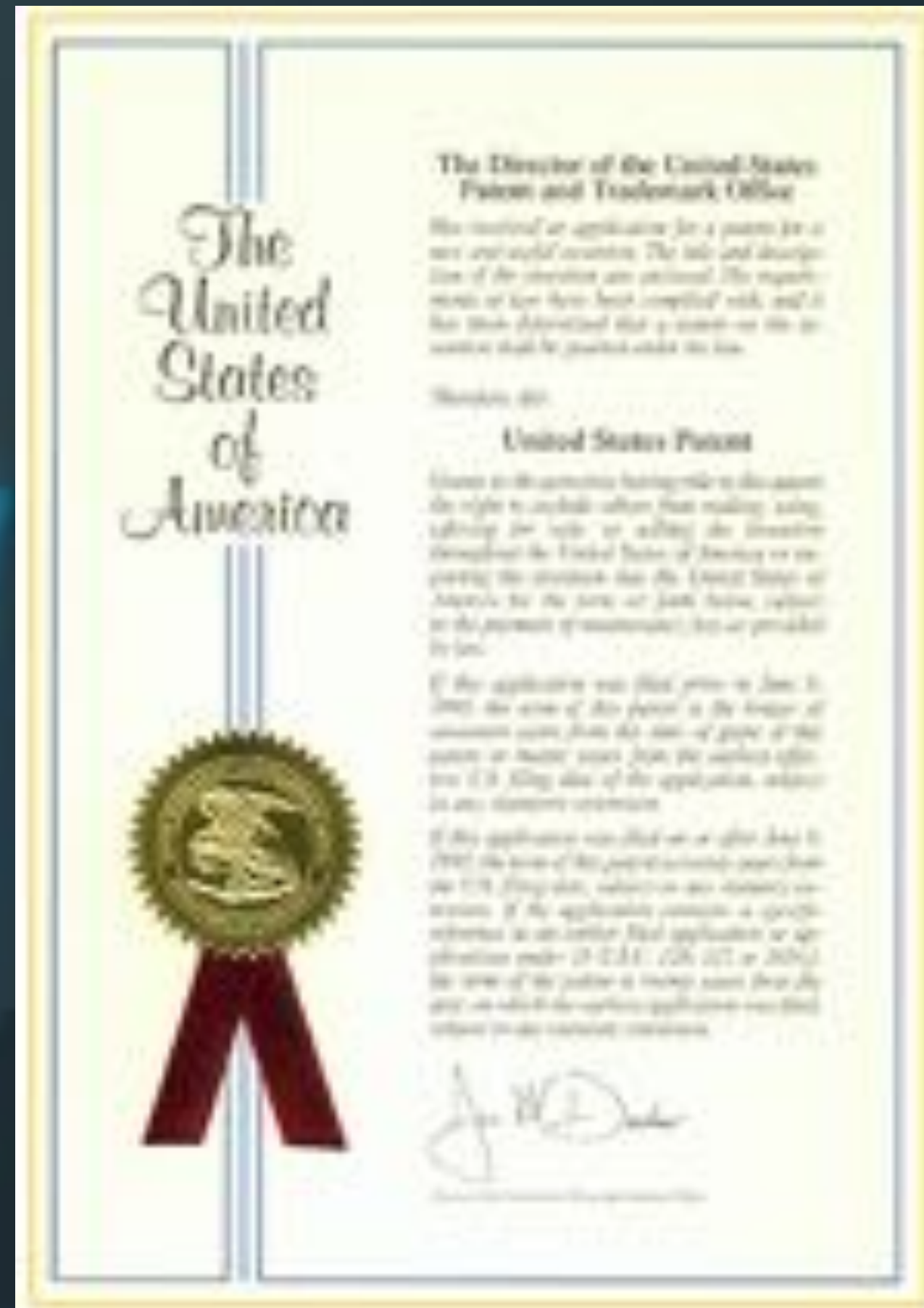


# FUSION Marketing

By:  
**Lon Safko**



# Fusion Marketing & The Safko Wheel Are Patent Pending



## Traditional

- Print Ads
- Trade Shows
- Brochures
- Direct Mail
- Telephone
- Catalog
- Customer Service
- Product Packaging
- Response Cards
- Warranty
- Events
- Television
- Radio
- Specialty
- Business Cards
- Samples
- Door Hangers
- Billboards
- Presentations
- Coupons

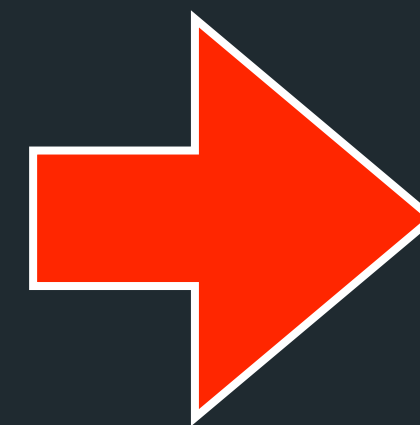
## Digital

- Web Pages
- SEO
- SEM
- RSS
- Publishing
- Wikis
- eCommerce
- Google AdWords
- Facebook Ads
- Lead Gen (Magnet)

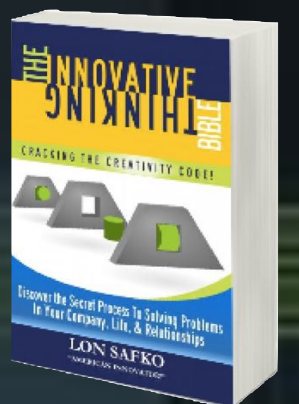
## Social

- Email
- Social Networks
- Blog / Vlog
- Mobile
- Photo Sharing
- Instagram
- Pinterest
- Instagram
- Snapchat
- Twitter
- Video Sharing
- Livestreaming
- Microblogging
- Podcasts
- Gaming
- Interpersonal
- Virtual Worlds
- Tumblr
- Yelp

**All Marketing Must Lead To...**



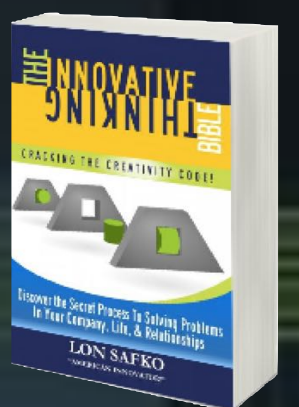
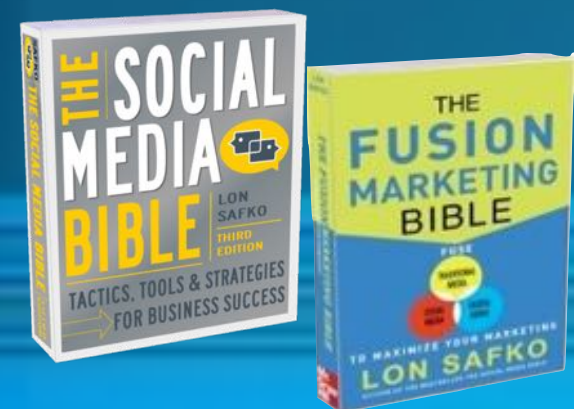
**REVENUE!**



# Social Media Marketing

If you're still calling yourself a "social media expert" ...

- You're announcing to the world that you've been left behind.
- How many companies have vice presidents of social media?
- How many companies now have vice presidents of "billboards"?

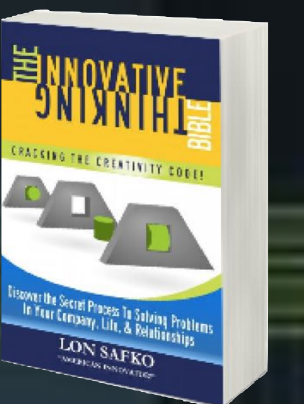
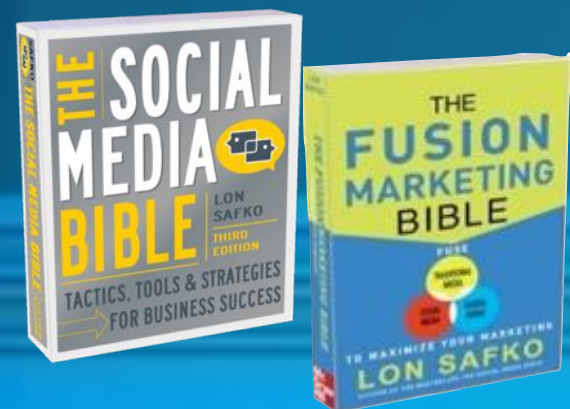


*\*Federal Aid Highway Act of 1956 • \$25 Billion & 41,000 Miles*

# Successful Marketing

“I know half my advertising isn’t working. I just don’t know which half”...

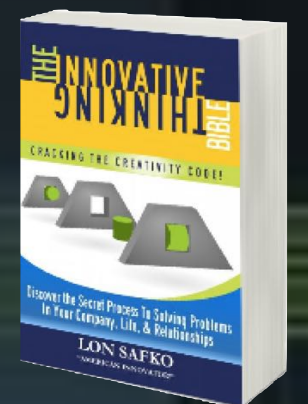
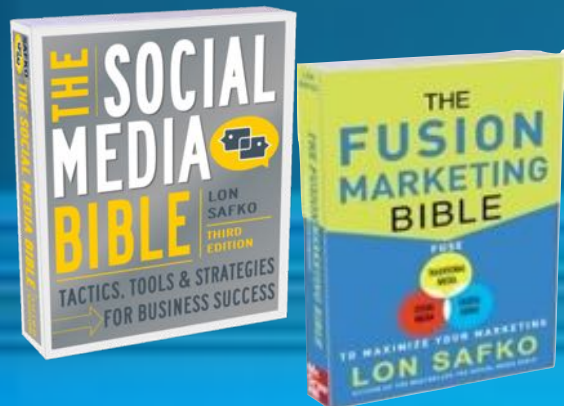
*Lord Leverhulme, the founder of Level Brothers... Unilever*



# Traditional Marketing



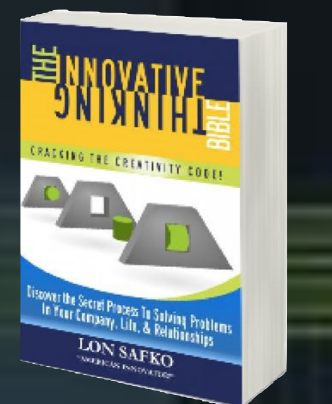
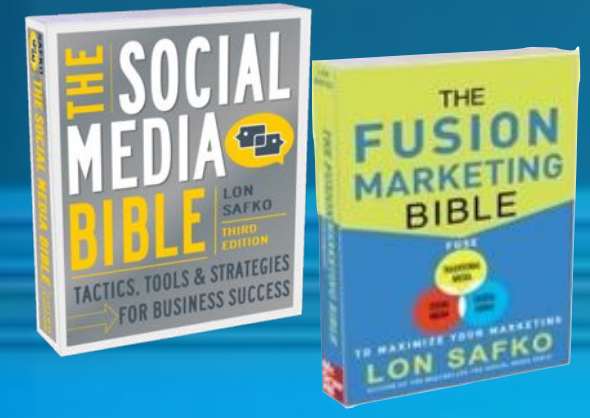
**FUSE!**



*Word Of Mouth...  
At The Speed Of  
Light!*



**FUSE!**





# Prioritizing Traditional Marketing

Cost Of Customer  
Acquisition

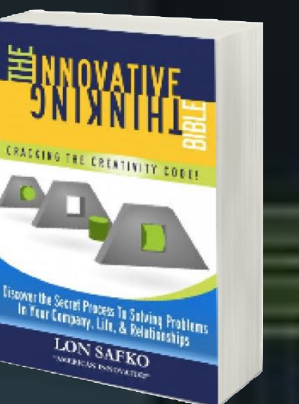
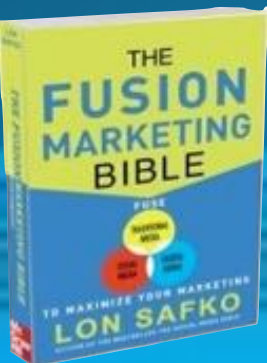
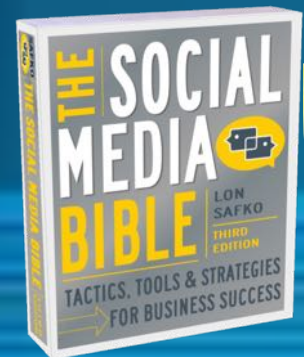
\$

ROI

\$



PRIORITIZE!



# Measure Everything

You can't manage what you don't measure!

Cost Of Customer Acquisition

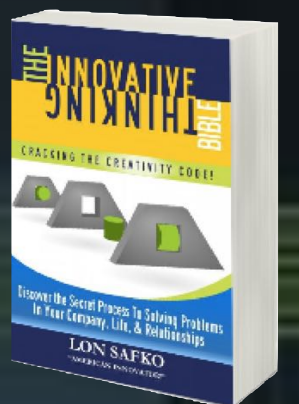
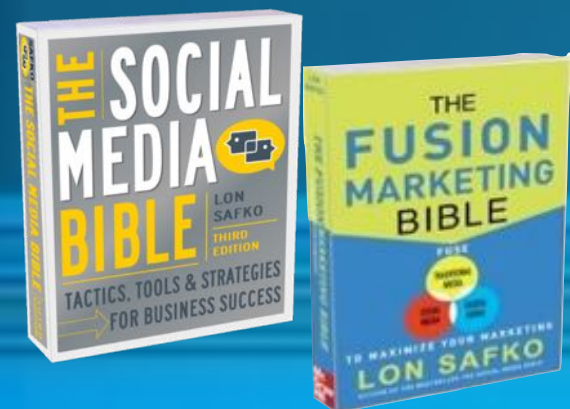
You Have To Perform A / B Testing

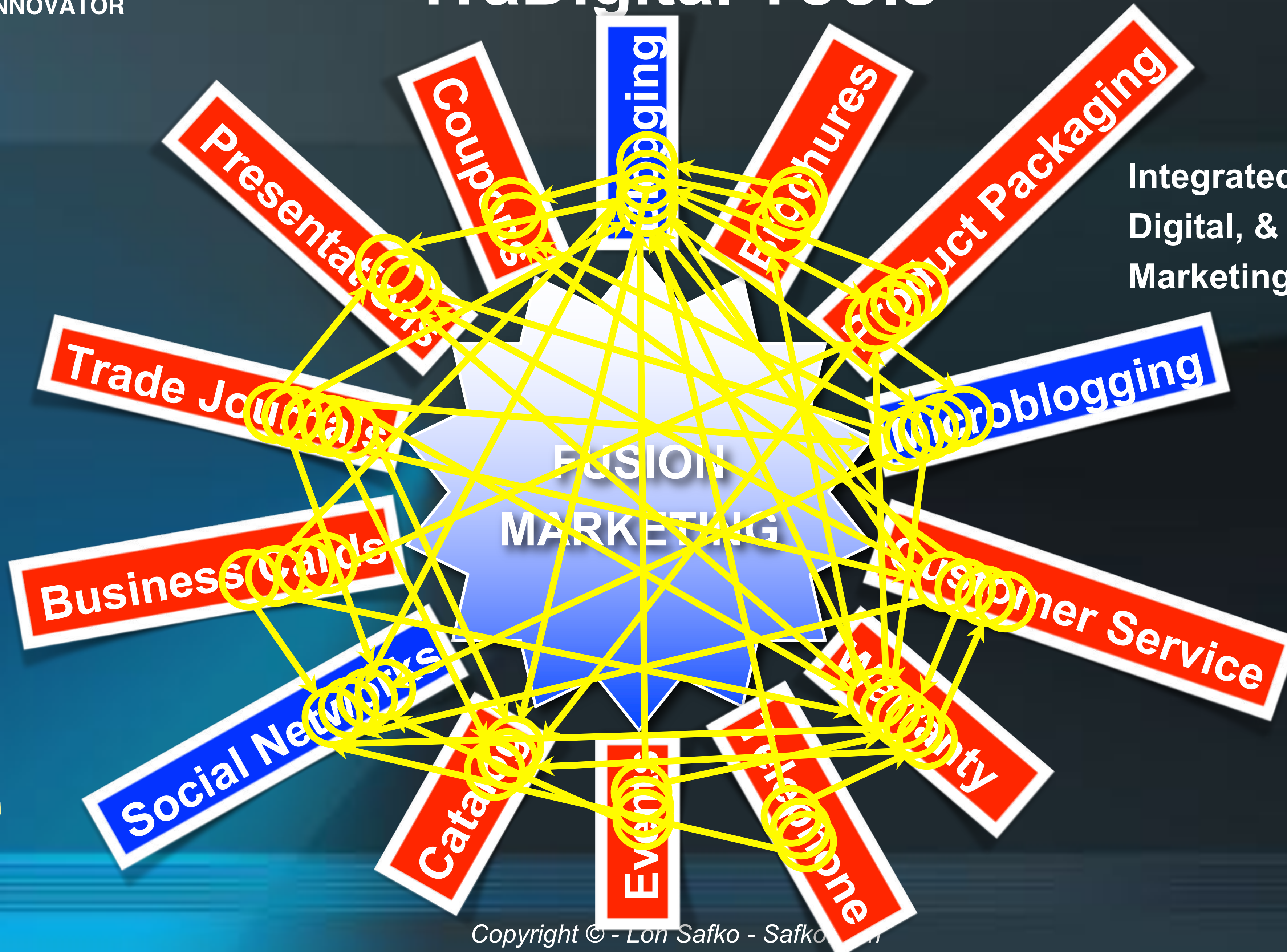
\$

**ROI**

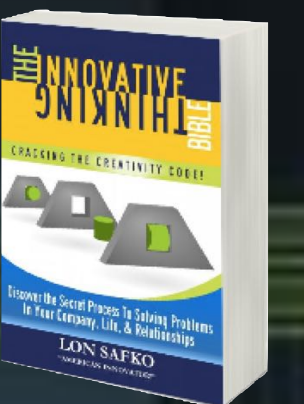
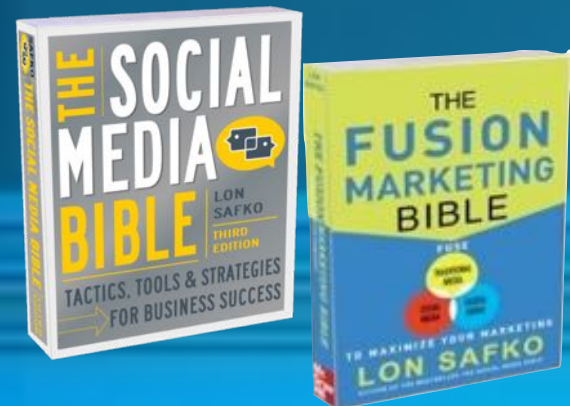
\$

**PRIORITIZE!**

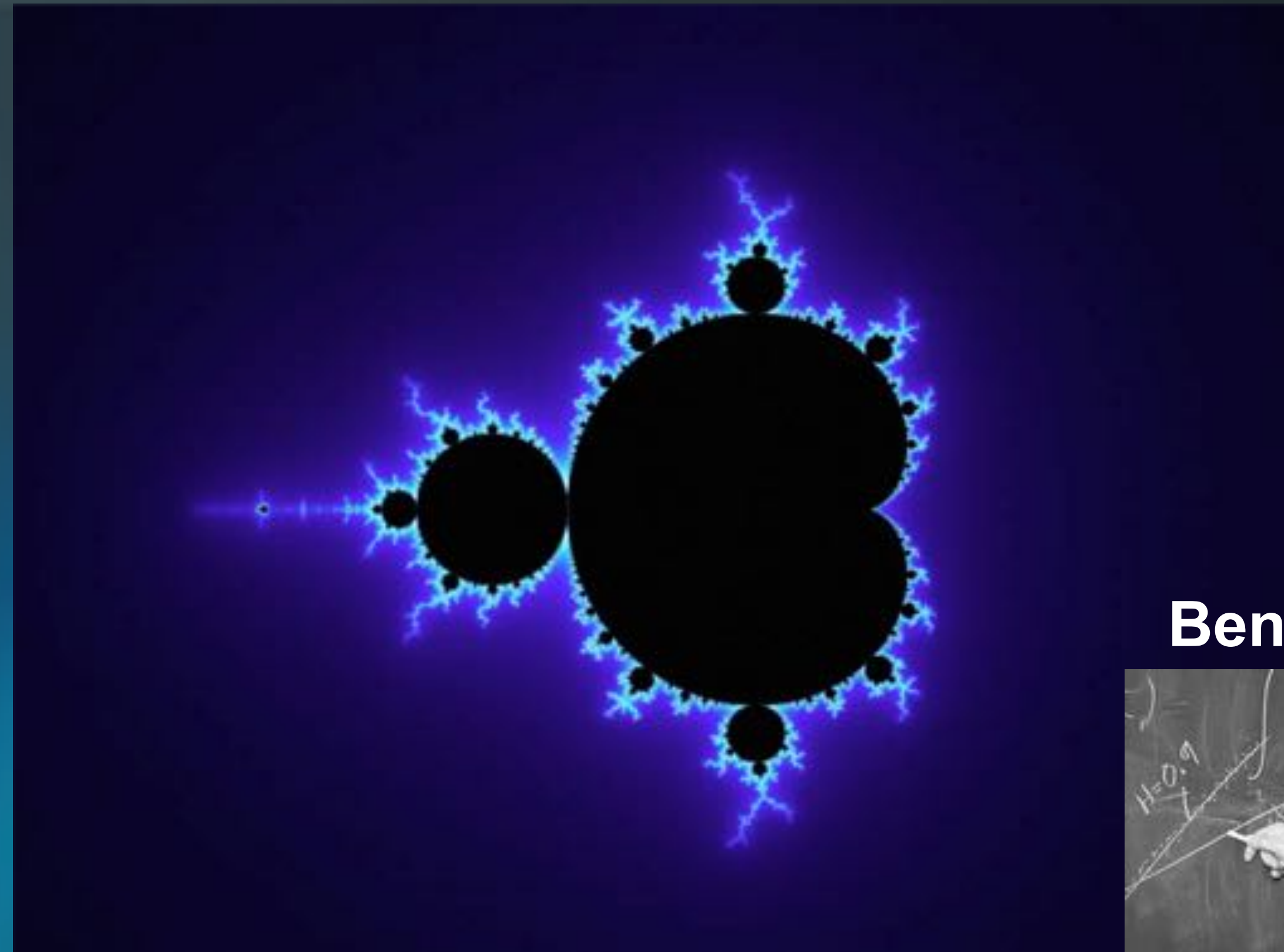




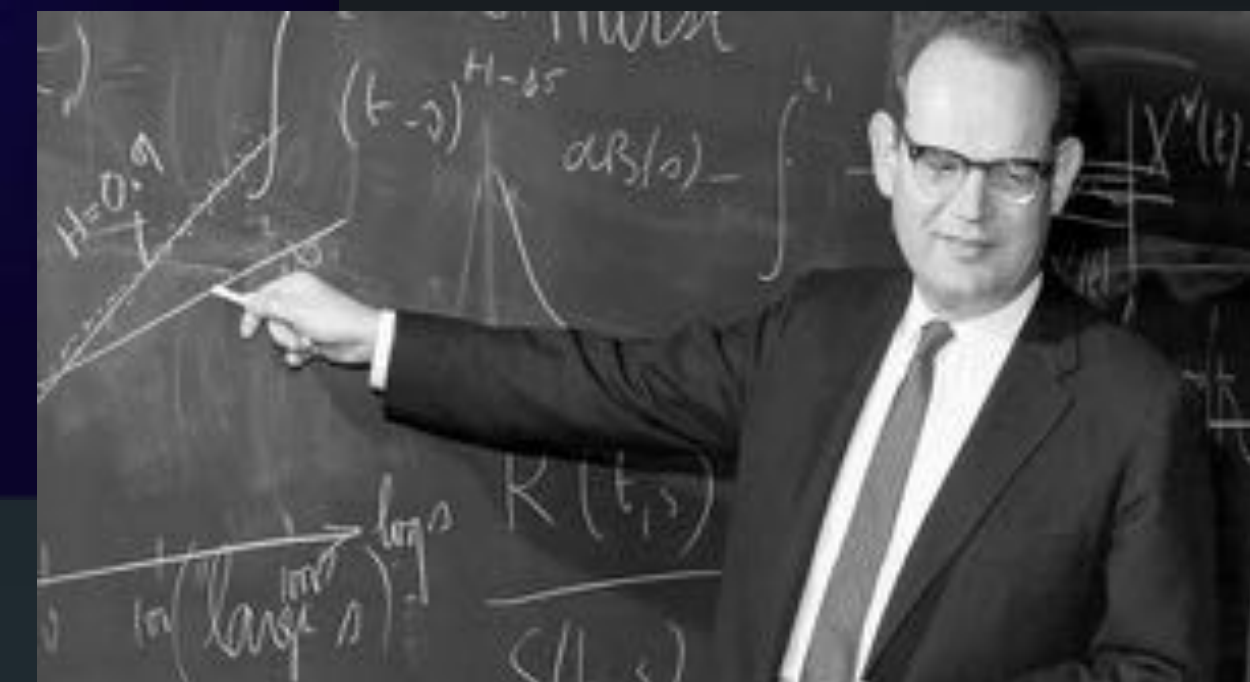
Integrated Traditional,  
Digital, & Social Media  
Marketing Prioritized!



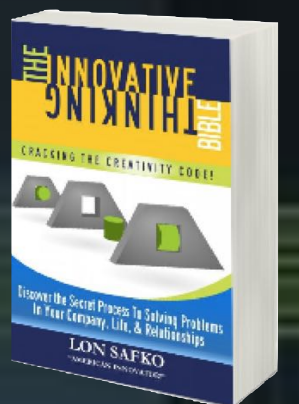
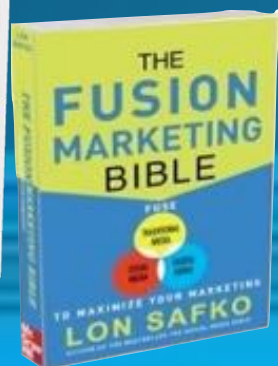
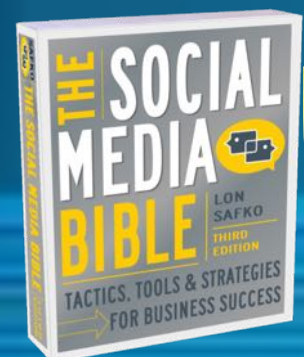
# Fractal Image



**Benoit B. Mandelbrot**



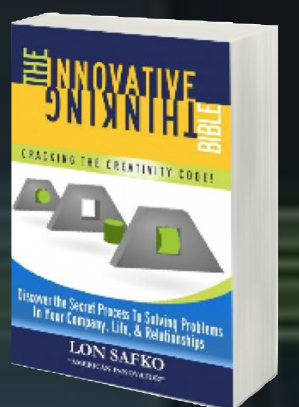
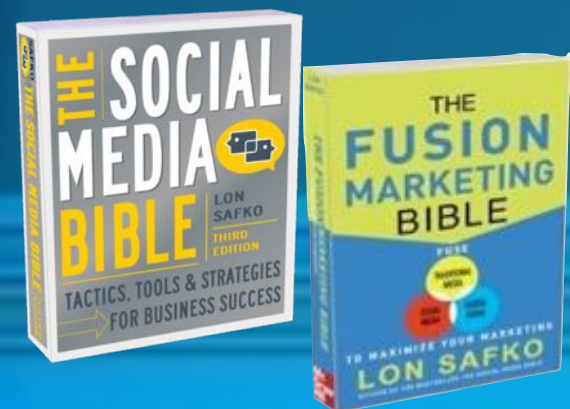
A fractal is an object or quantity that displays self-similarity, in a somewhat technical sense, on all scales.



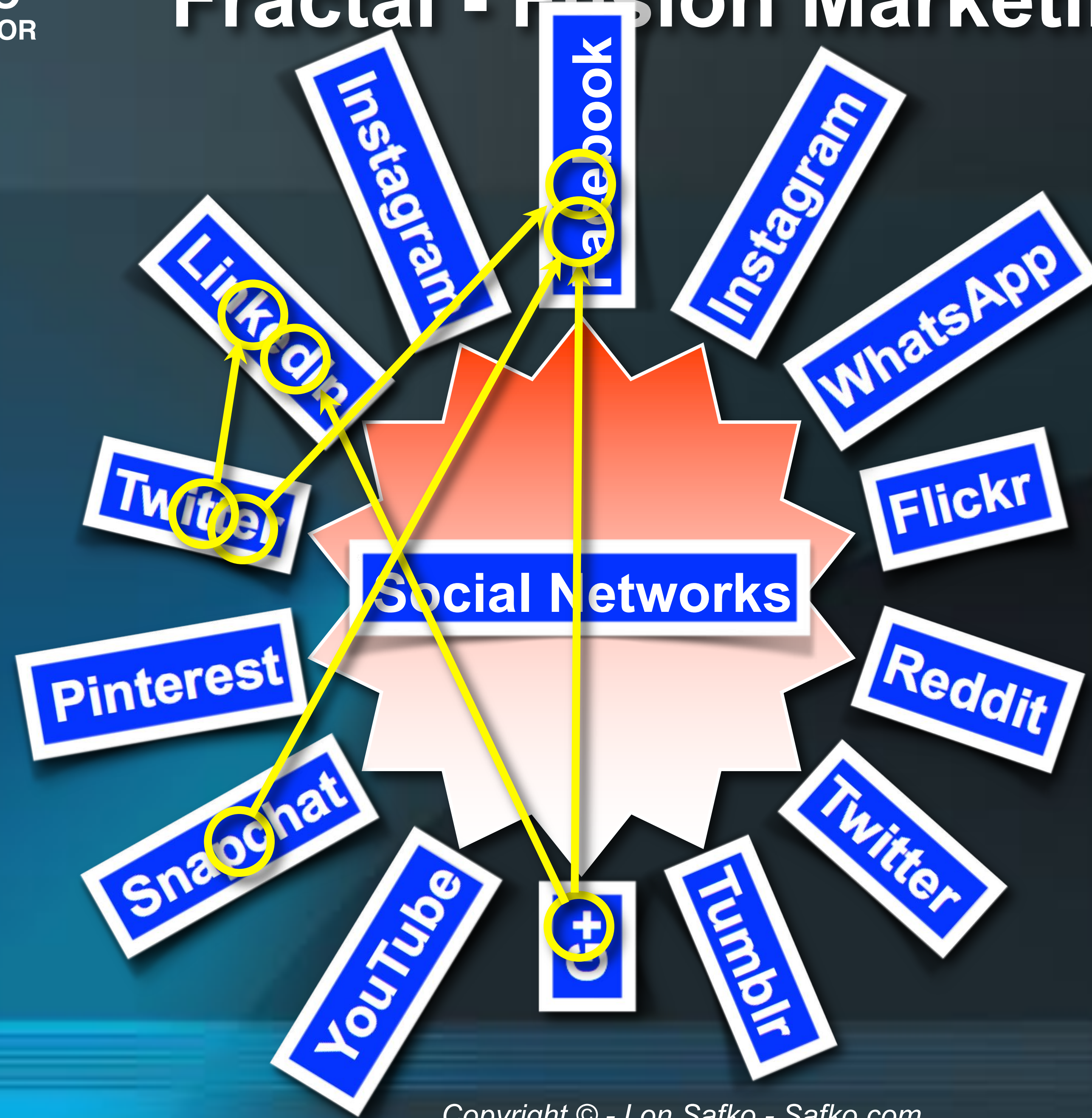
# TraDigital Tools



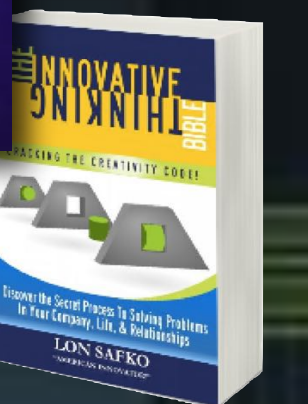
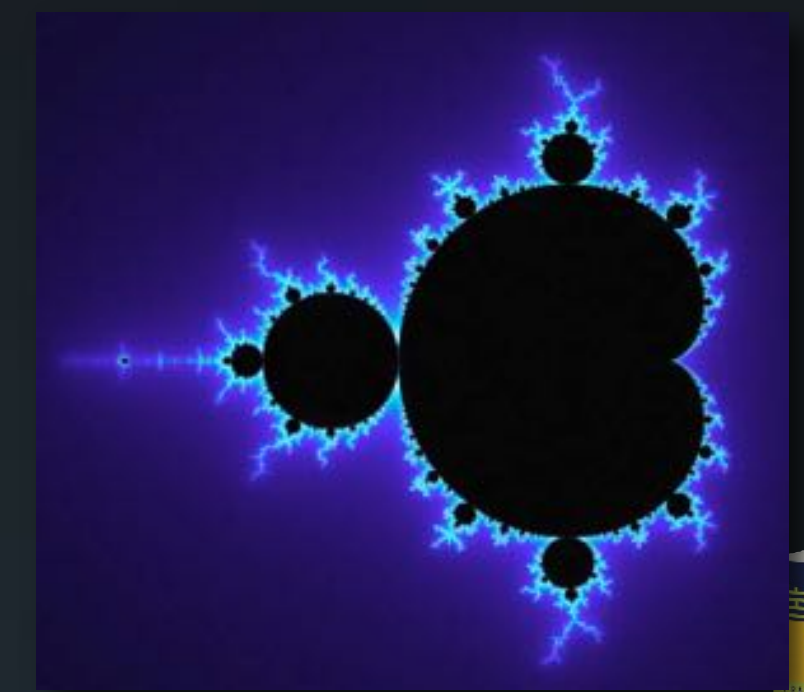
Integrated Traditional,  
Digital, & Social Media  
Marketing Tools  
Prioritized!



## Top 10 Social Networks

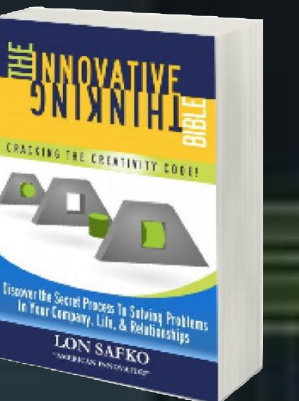
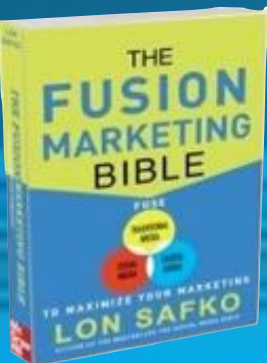


**GO FRACTAL!**



GO FRACTAL  
AGAIN!

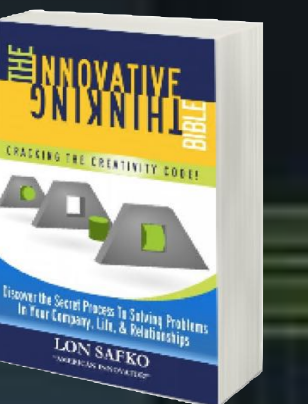
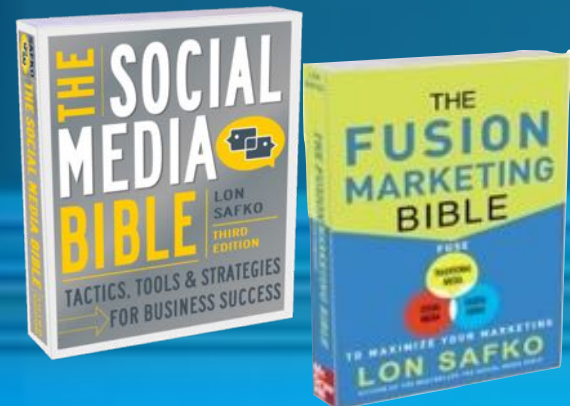
## Best Practices



## Best Practices



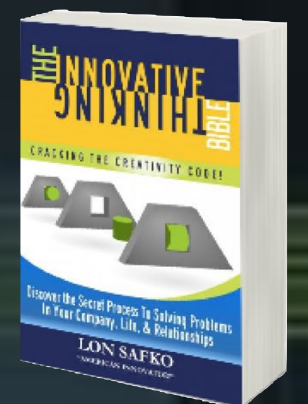
**GO FRACTAL AGAIN!**



## Facebook & Customer Service



**GO FRACTAL  
ONE MORE  
TIME!**

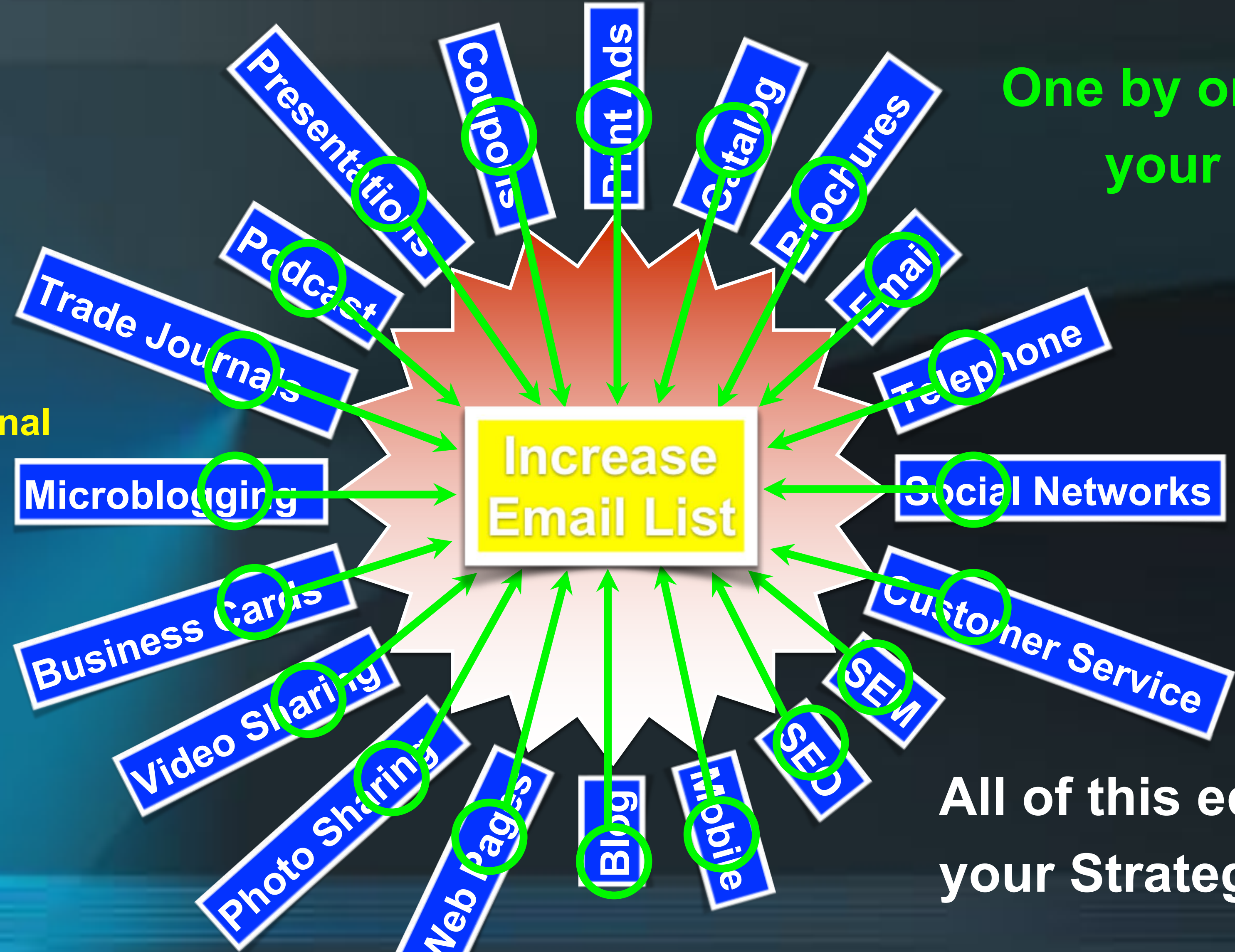
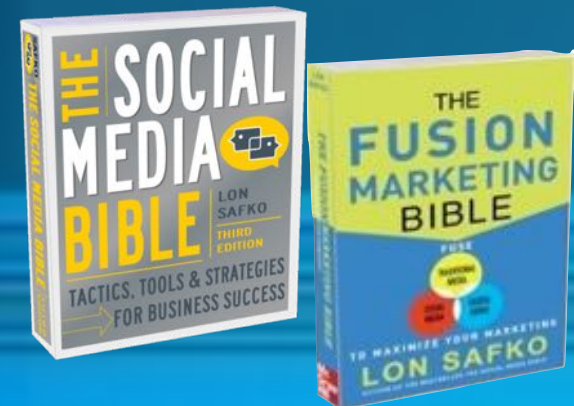


**Strategy = Objective + Tools + Tactics**

Create 3, 4 or 5  
Sound Objectives

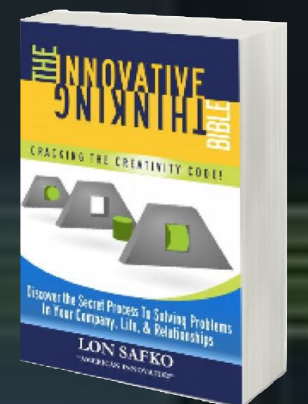
- Increase Email List
- Drive More Attendance To Presentations
- Perform More Webinars
- Perform More International Presentations
- Promote My Books

*Goal = An Arbitrary Number Chosen To Set A Benchmark*



One by one develop  
your tactics

All of this equals  
your Strategy!



# Resources

To Get These Slides, Go To:

[www.LonSafko.com](http://www.LonSafko.com)

Select “Get Access”

*Get Access Now!*

