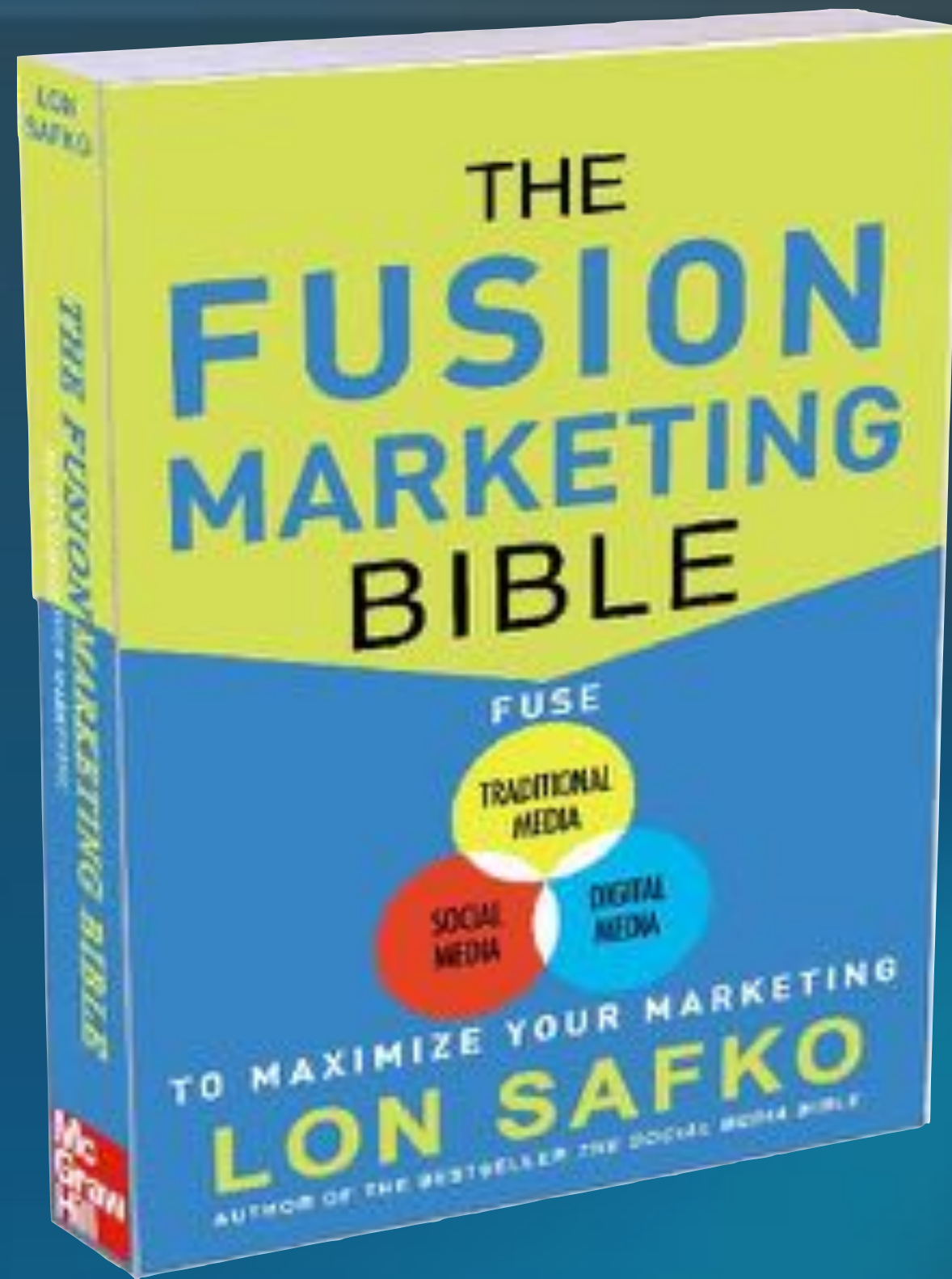


The International Marketing Environment For Entrepreneurs

By:
Lon Safko



Expectations

This Series is designed for entrepreneurs.

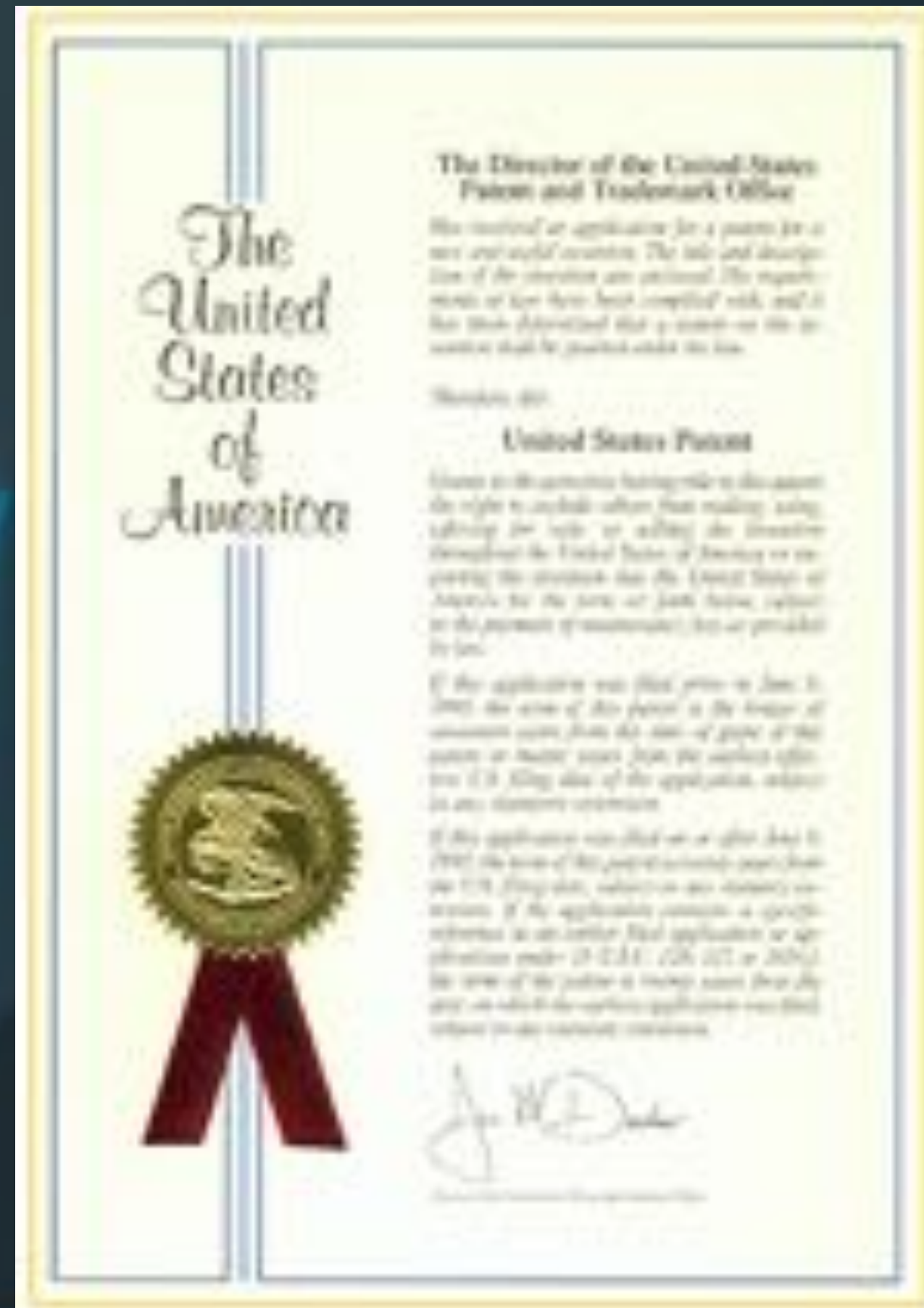
We discussed The International Entrepreneur and World Trends For Entrepreneurs.

They covered a lot of what the marketing climate is like for entrepreneurs worldwide.

This presentation is something completely new for entrepreneurs. It's a new form of international marketing.



Fusion Marketing & The Safko Wheel Are Patent Pending



Marketing

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

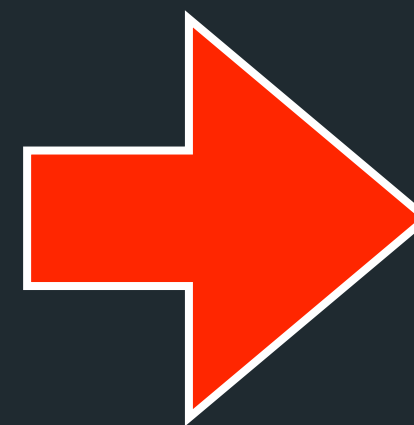
Digital

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

Social

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

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” ...

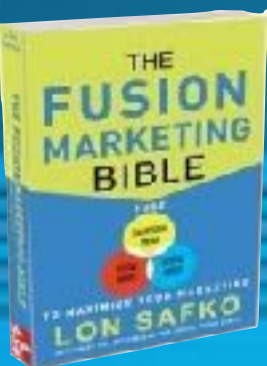


Successful Marketing

“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



Traditional Marketing



FUSE!



Digital / Social Media Marketing

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



Digital / Social Media Marketing

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



FUSE!



Second Life



TraDigital Marketing



Prioritizing Traditional Marketing



Cost Of Customer Acquisition

\$
ROI
\$



Prioritizing Traditional Marketing

Cost Of Customer
Acquisition

\$
ROI
\$



Measure Everything

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

Cost Of Customer Acquisition

You Have To Perform A / B Testing

\$

ROI

\$

PRIORITIZE!



TraDigital Tools



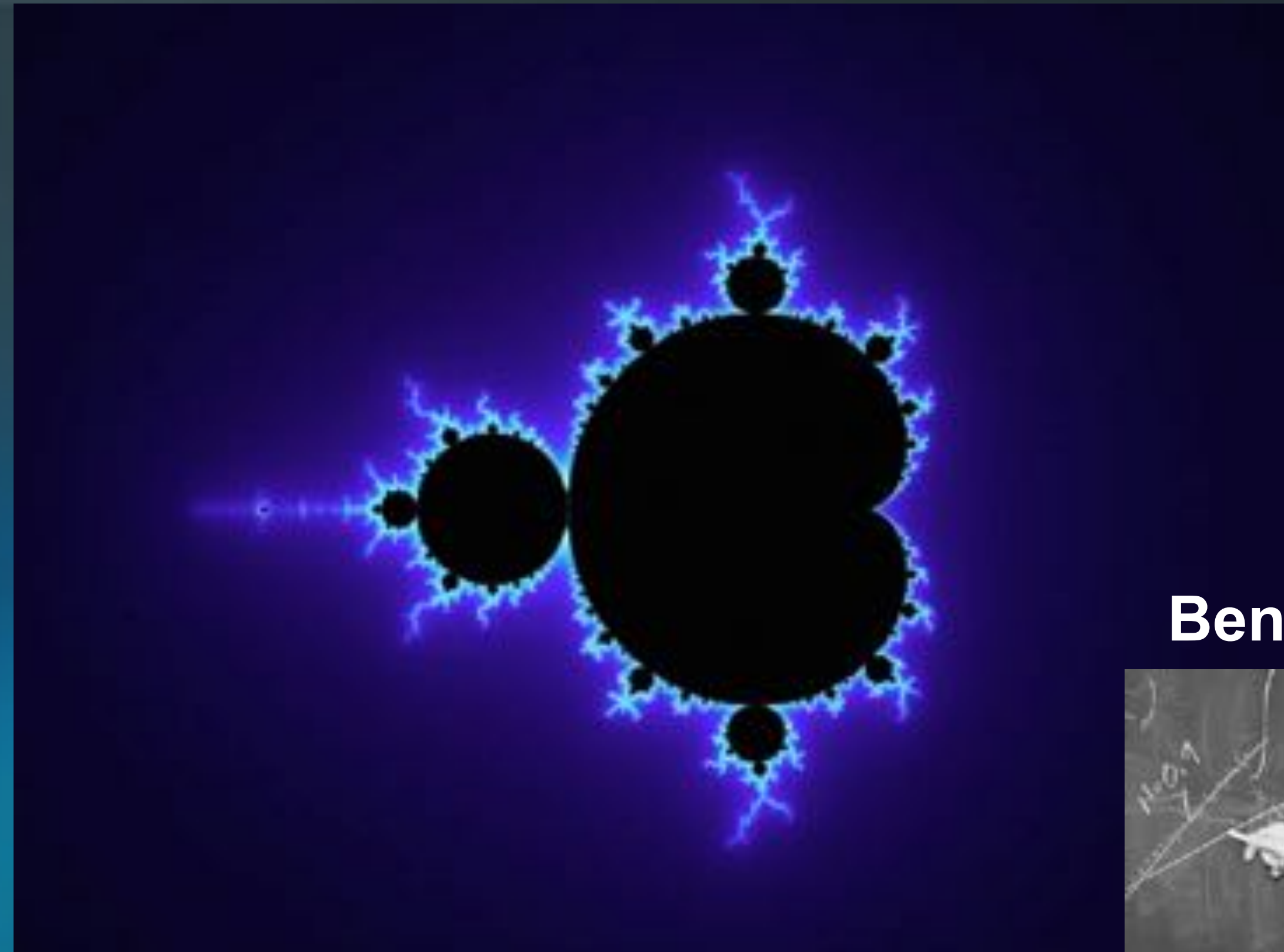
TraDigital Tools



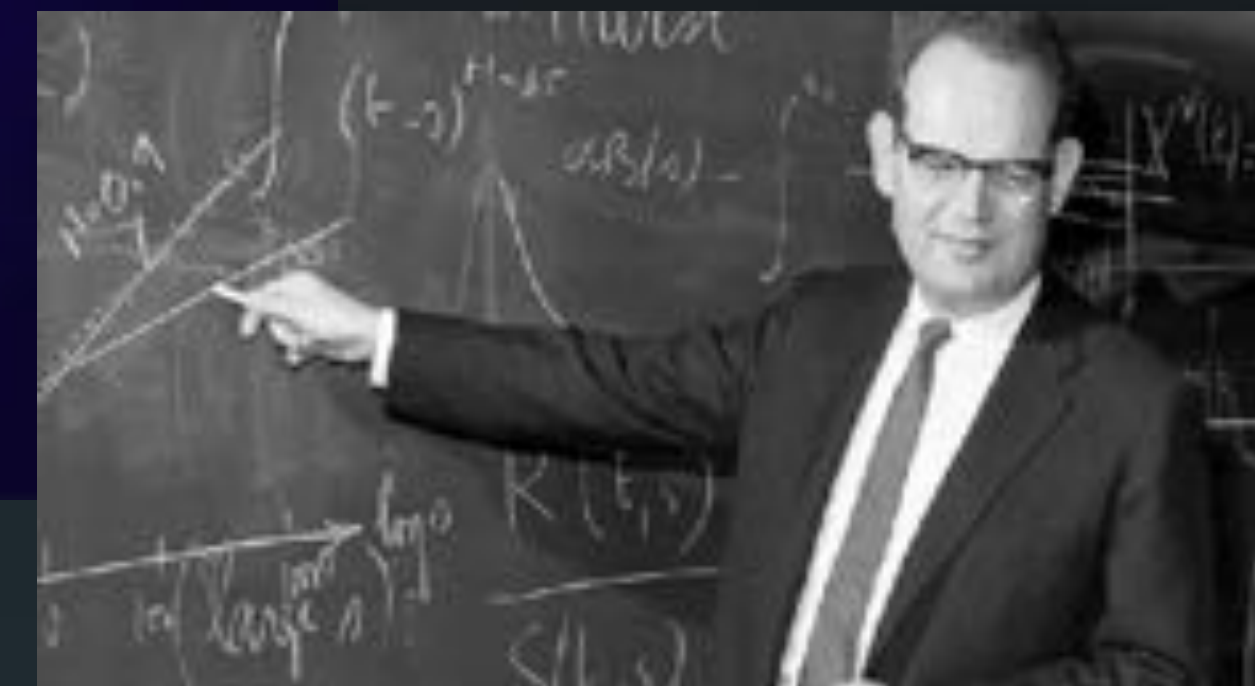
Integrated Traditional,
Digital, & Social Media
Marketing Prioritized!



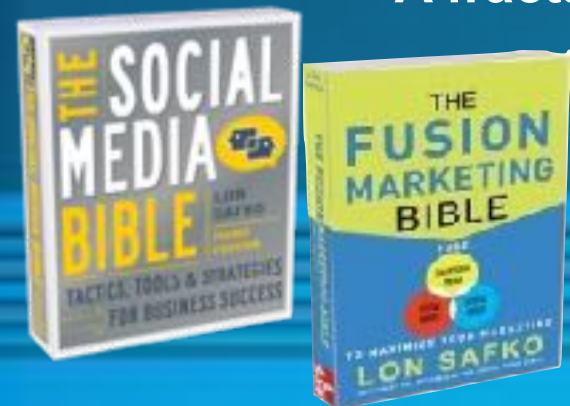
Fractal Image



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!



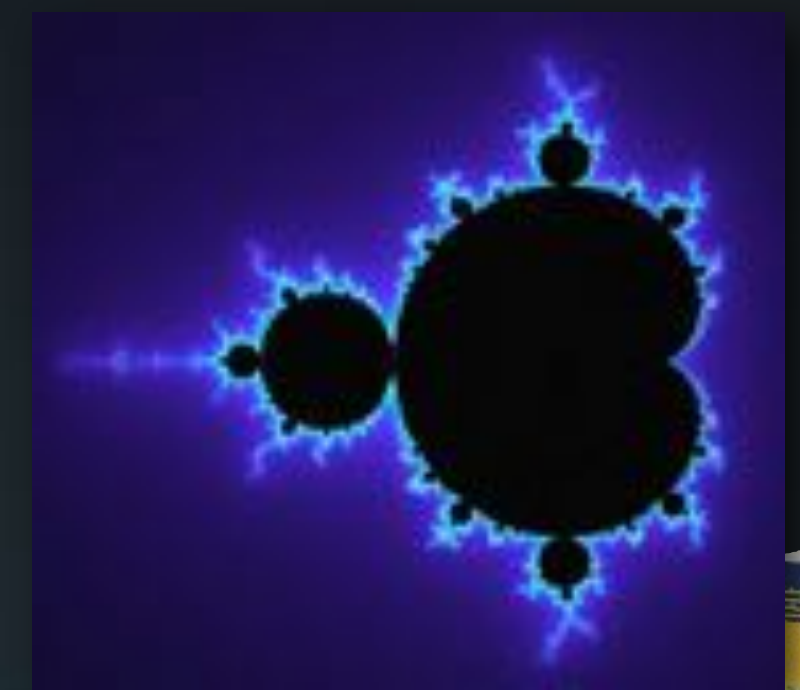
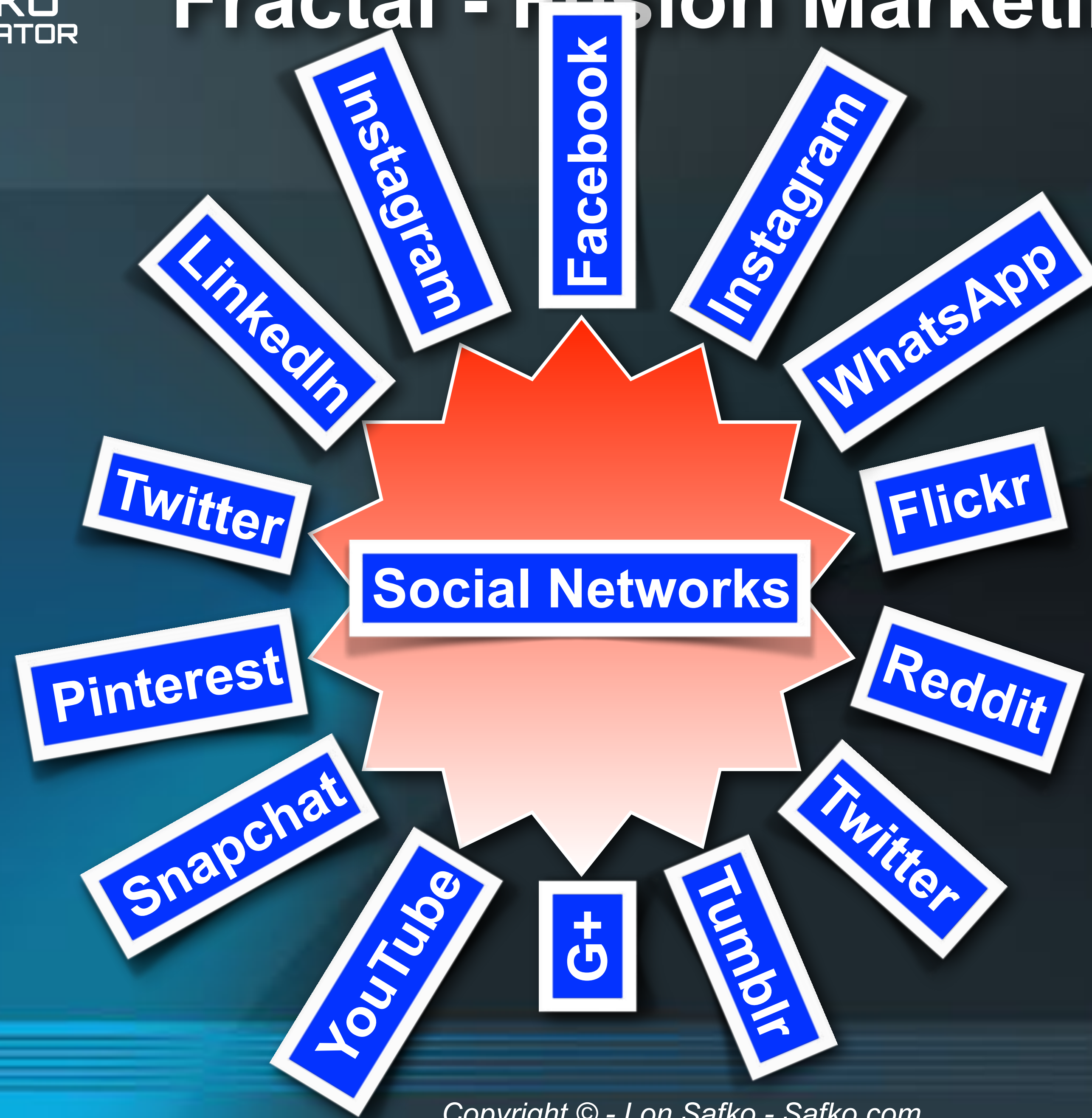
Social Networks



Fractal - Fusion Marketing

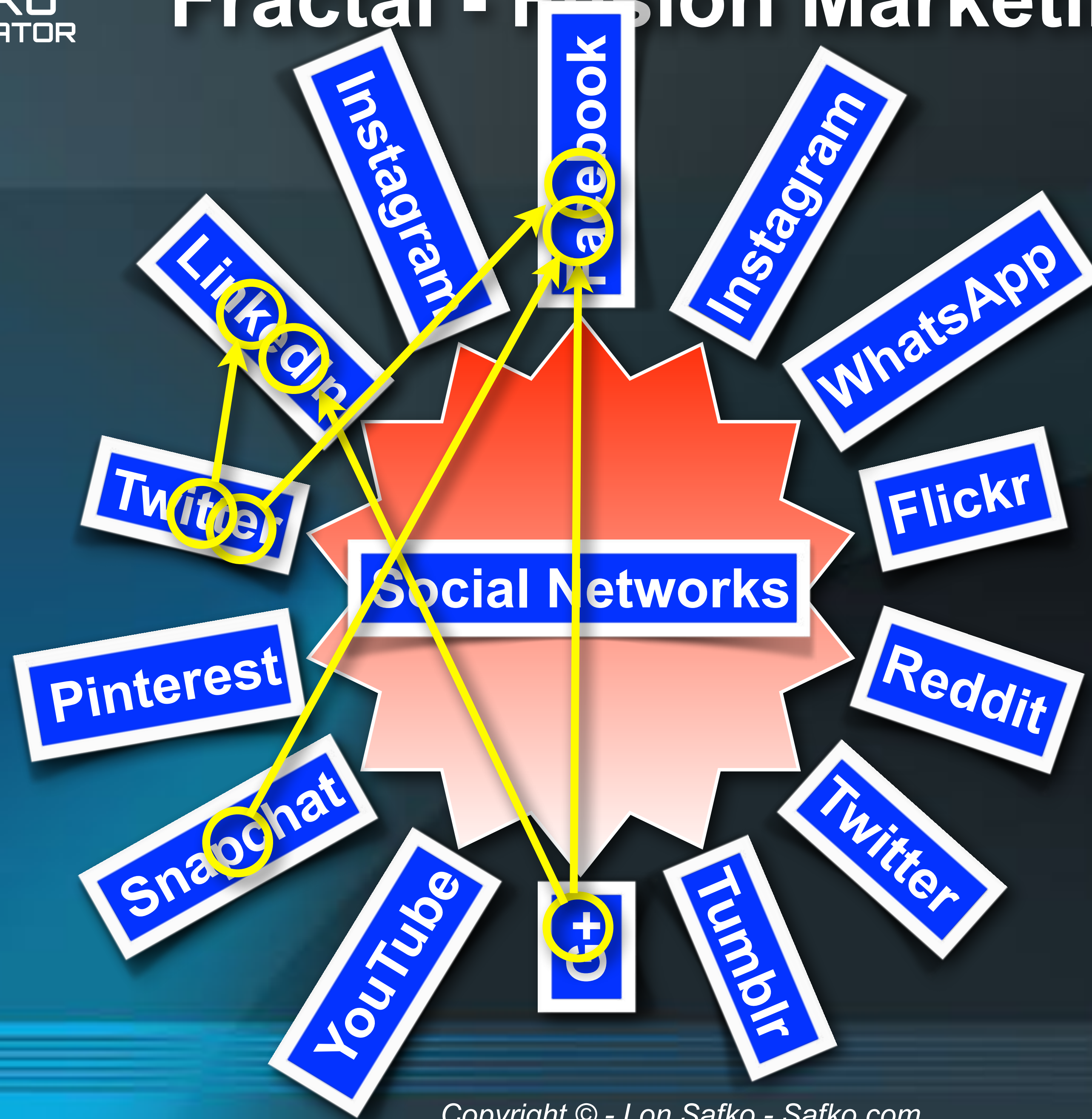
GO FRACTAL!

**Top 10
Social
Networks**

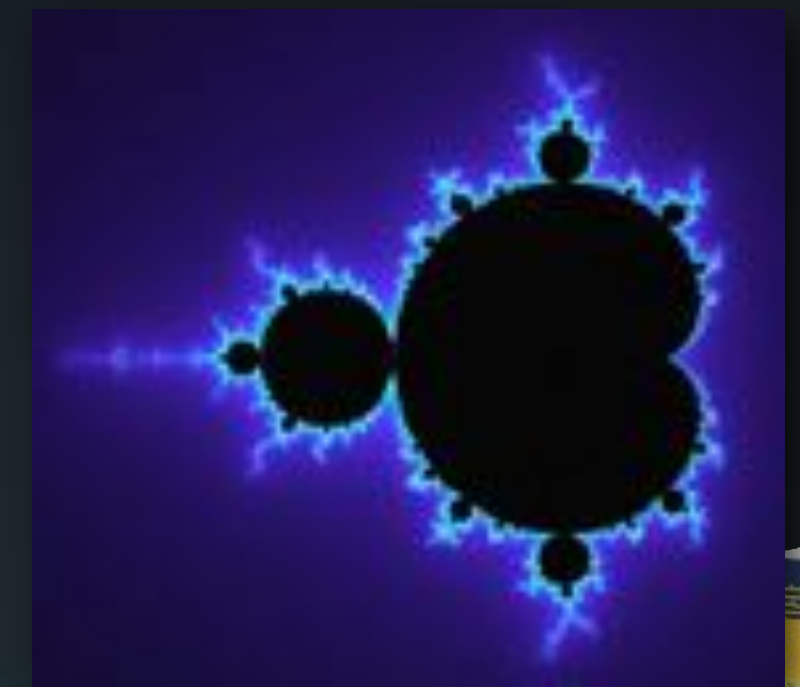


Fractal - Fusion Marketing

Top 10
Social
Networks

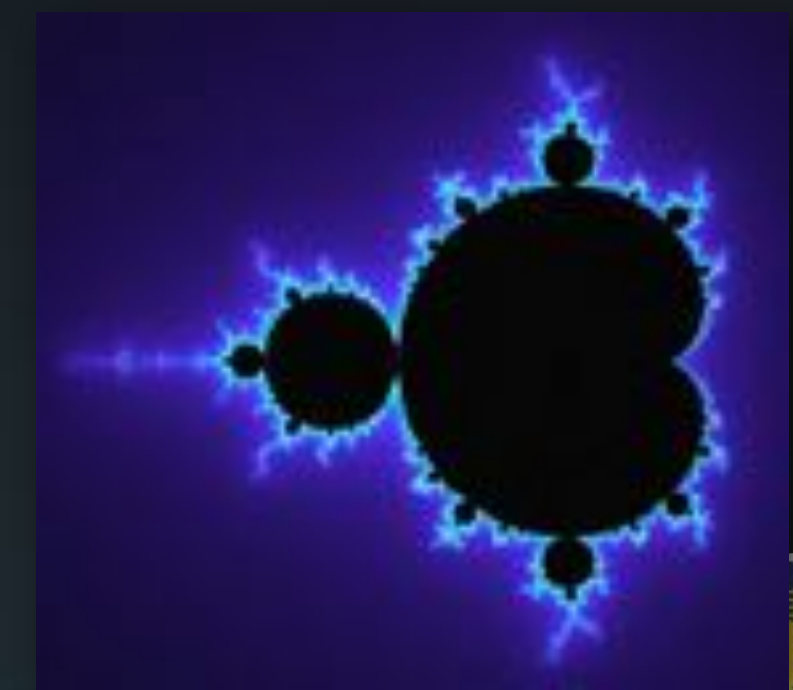


GO FRACTAL!



GO FRACTAL!

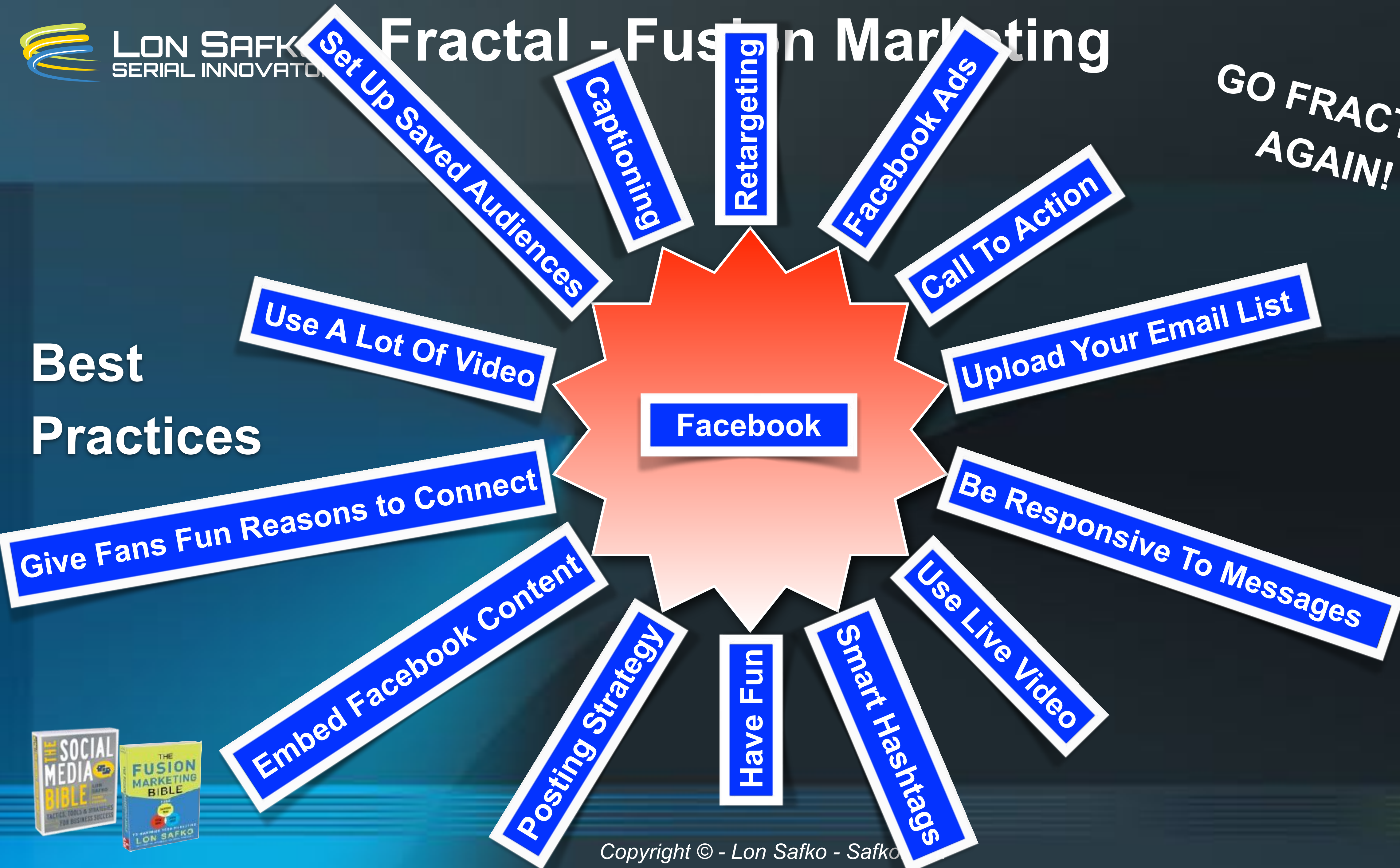
Top 10 Social Networks



Fractal - Fusion Marketing

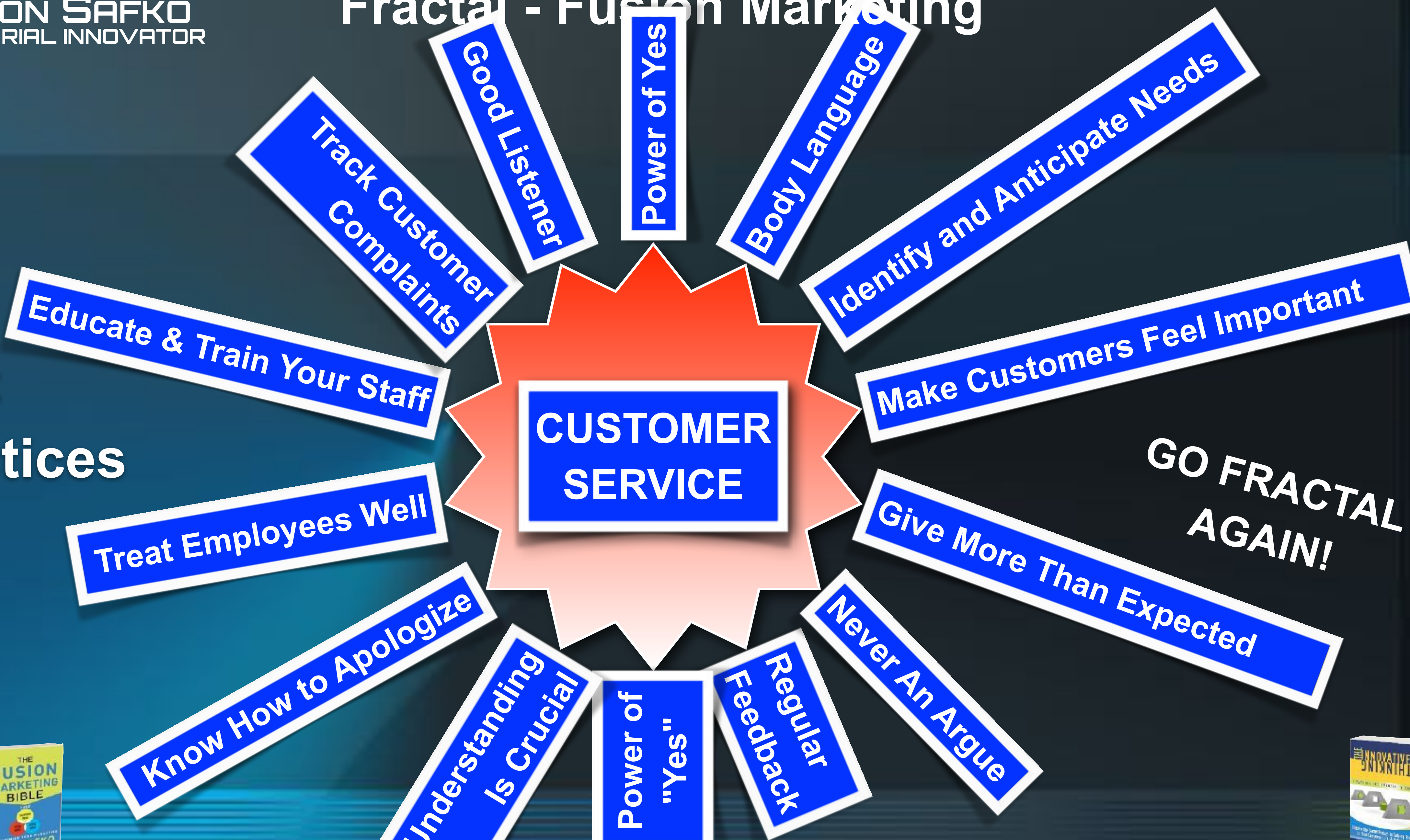
GO FRACTAL
AGAIN!

Best
Practices



Fractal - Fusion Marketing

Best Practices



GO FRACTAL AGAIN!



Facebook & Customer Service



**GO FRACTAL
ONE MORE
TIME!**



Strategy Development

Strategy =



Strategy Development

Strategy = Objective +

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*



Strategy Development

Strategy = Objective +

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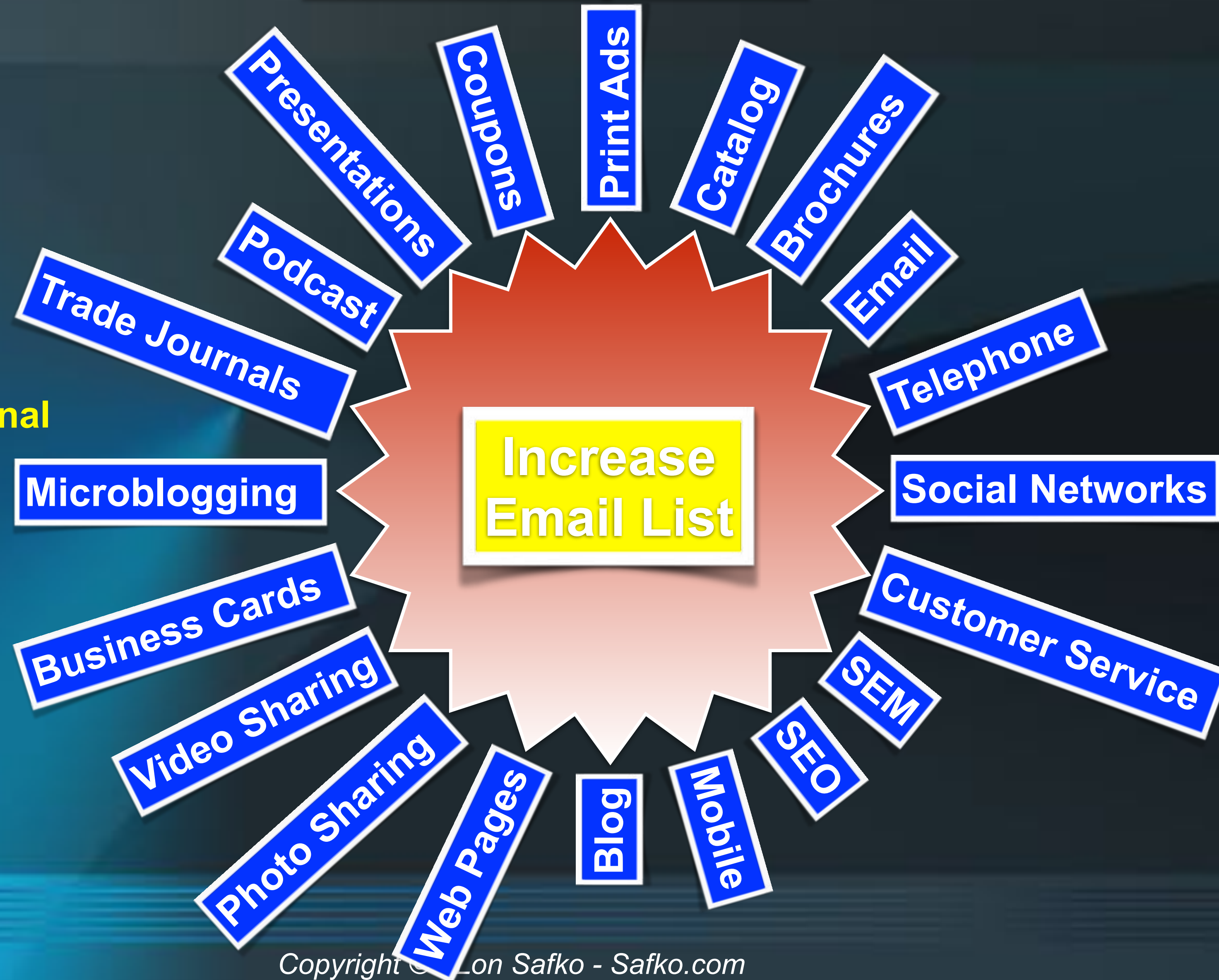
Strategy Development

Strategy = Objective + Tools +

Create 3, 4 or 5 Sound Objectives

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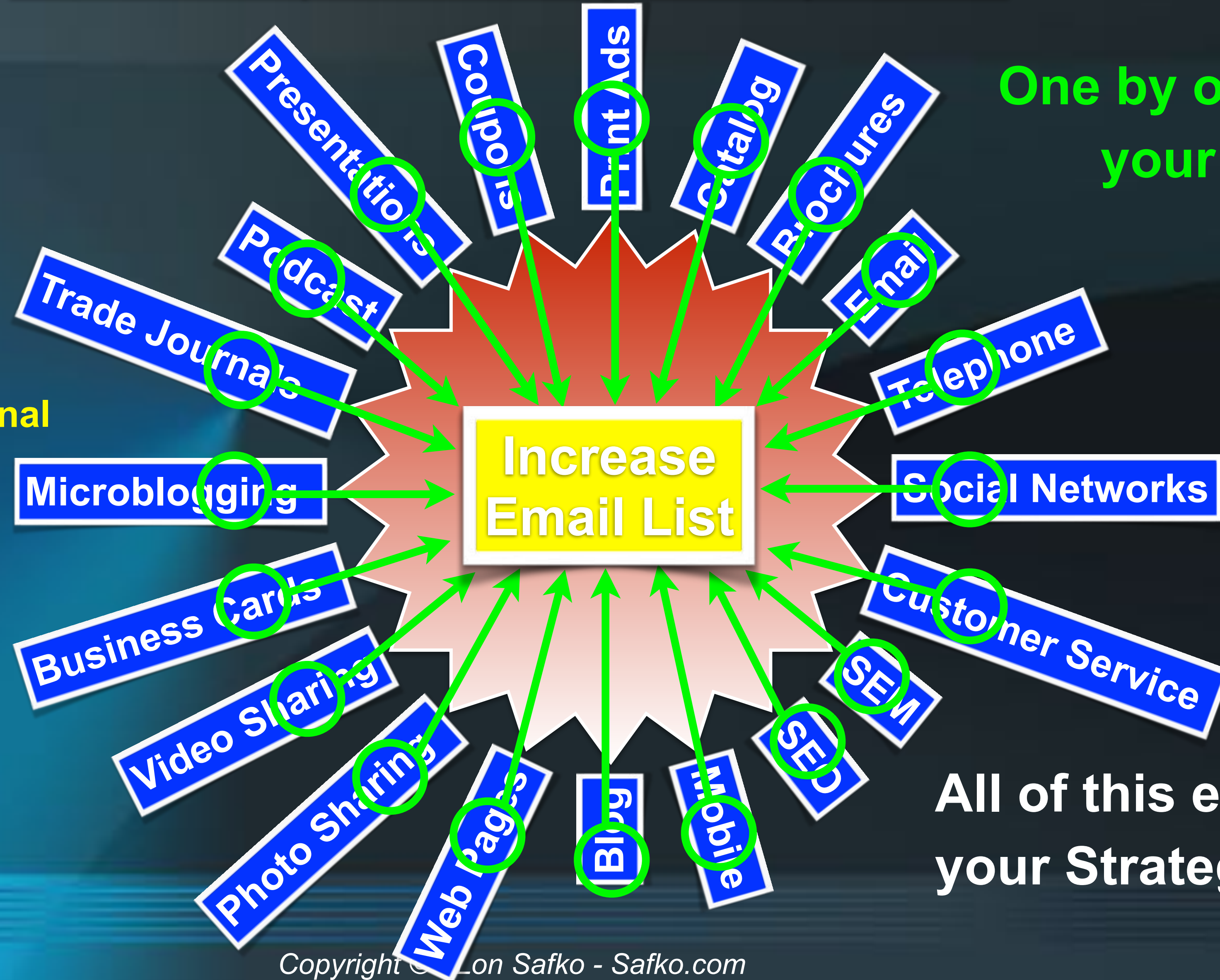
Strategy Development

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
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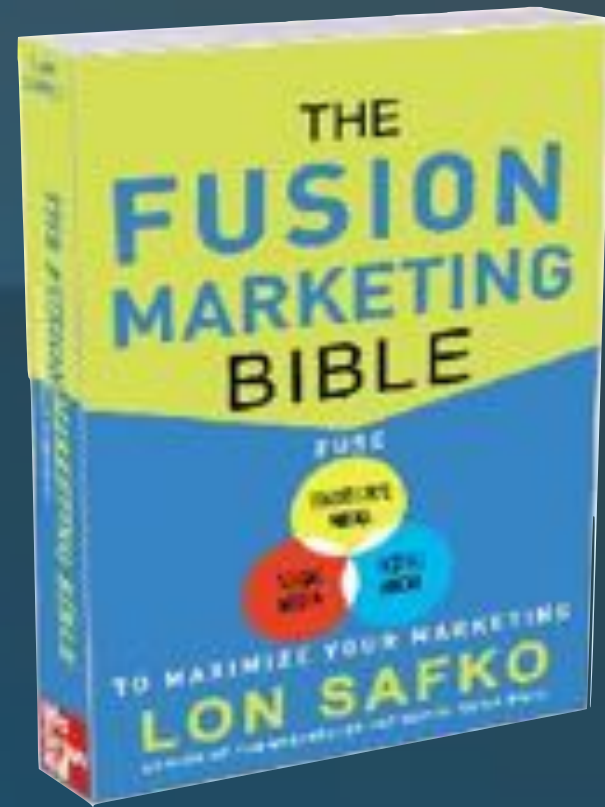


One by one develop
your tactics

All of this equals
your Strategy!



Resources



“The Fusion Marketing Bible”

“The Fusion Marketing Bible”, which hit #3 on Amazon is in 3 languages & is Patent Pending!



“The Social Media Bible”

“The Social Media Bible”, which hit #1 on Amazon in its Third Edition, in 5 languages, and broke the \$2m sales mark!

“The Innovative Thinking Bible”

“The Social Media Bible”, which hit #1 on Amazon in its Third Edition, in 5 languages, and broke the \$2m sales mark!



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