

6 PILLARS OF Integrated Marketing



BRAND & MESSAGING

- Identified target customer
- Identified your key differentiation in the market
- Identified core value you provide
- Identified customer pain points
- Identified brand voice & tone
- Logo
- Tagline
- Colors & fonts
- Brand guide



TRAFFIC & COMMUNICATION CHANNELS

- Website/Blog
- Social media channels
- Email list
- Text messaging (SMS or chatbot)
- Getting in front of other audiences
- Speaking engagements
- Partnerships
- Advertising
- Referrals and word-of-mouth
- Networking



PRODUCTS & OFFERS

- Value ladder – a series of products that builds on each other in value
- Pricing
- Components of offer
- Quick wins
- Free content/product
- Special promotions and sales



TECHNOLOGY & AUTOMATION

- Payment processing
- Product delivery
- Marketing automation (email)
- Social media scheduling
- Bookkeeping
- Website software
- Customer service tools
- Project management/task lists



DATA

- Website traffic
- Time on site
- Pages visited
- Traffic source
- Email open rate
- Email click rate
- Landing page conversion rate
- Sales page conversion rate
- Social media followers
- Social media engagement
- Average order
- Customer lifetime value
- ROAS (Return on Ad Spend)
- ROI (Return on Investment)



PROCESS & SYSTEMS

- Sales process
- Customer onboarding
- Customer service
- Wrap-up
- Retention & follow up
- Content creation
- Finances
- Team communication
- Customer journey
- Project Management



VISION & FLIGHT
INTEGRATED MARKETING