

The **ULTIMATE MARKETING MODEL** Campaign

Interactive



Search engine optimization and Search Search Engine Marketing drive traffic to your website

DEVELOPED BY

MERKLEY
MARKETING GROUP
Marketing • Design • Web



Your website should encourage visitors to follow your social media accounts

Your website should encourage visitors to sign up for your mailing list

Your social media accounts should contain links back to your website

Email marketing campaigns should contain links to your website to encourage traffic



Your social media accounts should contain links encouraging followers to sign up for your mailing list



Your email marketing campaigns should contain links encouraging subscribers to follow your social media accounts

Bi-Directional Viral
INTERACTIVE
Marketing Model