Creating Buzz – what do these all mean anyway?
Creating Buzz Mind Map

- business objectives
- user objectives
- call to actions
- effective content
- internal linking
- organic SEO
- mobile responsive strategic integrations

Where do I start?

- social media links
- blog syndication
- social bookmarking
- Facebook
- Twitter
- LinkedIn
- YouTube
- Pinterest
- Google+

Social Media Optimization

- press releases
- guest blog posting
- newspaper & magazines

Social Media Marketing

- loyalty programs
- referral program
- request reviews
- sales incentives
- team building
- affiliate program
- partnerships
- chamber of commerce
- local business groups
- strategic partnerships

People

- Customers
- Employees
- Vendors
- Community

Events

- Email Marketing
  - monthly email newsletters
  - segmented campaigns
  - sales pipeline emails
- Events
  - host events for customers
  - sponsor community events
  - volunteer in non-profit events
  - attend business seminars
  - participate in networking meetups

Search

- Search Engine Optimization
  - on-page SEO techniques
  - link building strategy
  - web content production
  - blogging & linkbait
  - frequent website updates
- search engine submissions
  - business listing directories
  - accurate NAPs on the web
  - optimize Google Places
  - manage online reviews
  - pay per click platforms
  - keyword research

Search Engine Marketing

Your Marketing Plan

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