INTERNET MARKETING LEAD GENERATION ECOSYSTEM

FROM TRAFFIC SOURCES TO NEW CUSTOMERS

SOCIAL SITES
- Instagram
- tumblr.
- Pinterest
- Twitter
- flickr
- Facebook
- Google+
- YouTube
- LinkedIn

DISPLAY NETWORKS
- Adblade
- Google Display Network
- media.net
- revcontent
- OTHER

SEARCH ENGINES
- Google
- bing
- YAHOO!
- OTHER

OFF-SITE CONTENT
- Guest Blog Posts
- Articles
- Press Releases
- Images
- Infographics
- Blog Comments
- Videos
- Presentations
- Forum Comments
- Customer Reviews

REFERRAL SITES
- Business Profiles
- Partners
- Sponsorships
- Ranking Sites
- Review Sites
- Associations
- Social Bookmarking
- Yellow Pages
- Directories
- News Sites
- Blogs
- Forums

EMAIL @

SOCIAL

DISPLAY

SEO

PPC

DIRECT

REFERRAL

AFFILIATE

COMPANY WEBSITE

ON-SITE CONTENT

Events	Demos
eBooks	Guides
Press Releases	Webinars
Products	Infographics
White Papers	Case Studies
Services	Contests
Podcasts	Research Reports
Images	Presentations
Free Tools	Articles
Videos	Blog Posts

CONVERSION OPTIMIZATION

ANALYTICS

REPORTING

The Internet marketing lead generation ecosystem illustrates how all components fit together to form cohesive campaigns. It is intended to give marketing leaders a blueprint for building a complete Internet marketing strategy that maximizes sales lead generation.

FORM SUBMISSION

PHONE CALL

INQUIRY

LEAD VALIDATION

SALES LEAD

SALES TEAM

CRM

MARKETING AUTOMATION

NOT SALES LEAD

NEW CUSTOMER

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