



The Internet Marketing Process

(proprietary)

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Company: _____

Contact: _____

Phone: _____

Website Address	Date	Alexa Ranking	PageRank	Inbound Links	Pages on Site
http://					

Tactical Execution takes a component-based approach to internet marketing and works with your company to select the individual components that will work best for your particular circumstances and objectives. The table below displays the entire process and where each of the 21 modules fit in.

Get people to your website ...									and impress them once they get there.											
Drive Traffic									Provide Value						Monetize Trust					
Search Engines			Referral Traffic			Paid Traffic			Benefits			Layout		Interaction		Own the Frame			Expand Frame	
Focus	Content	Links	Plant	Organic	Viral	PPC	Banners	Offline	Educate	Entertain	Testimonials	Design	Path	Clicks	Drip	Confidence	Menu	Categorize	Contribute	Platform

A01	A02	A03	A04	A05	A06	A07	A08	A09	B01	B02	B03	B04	B05	B06	B07	C01	C02	C03	C04	C05
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>