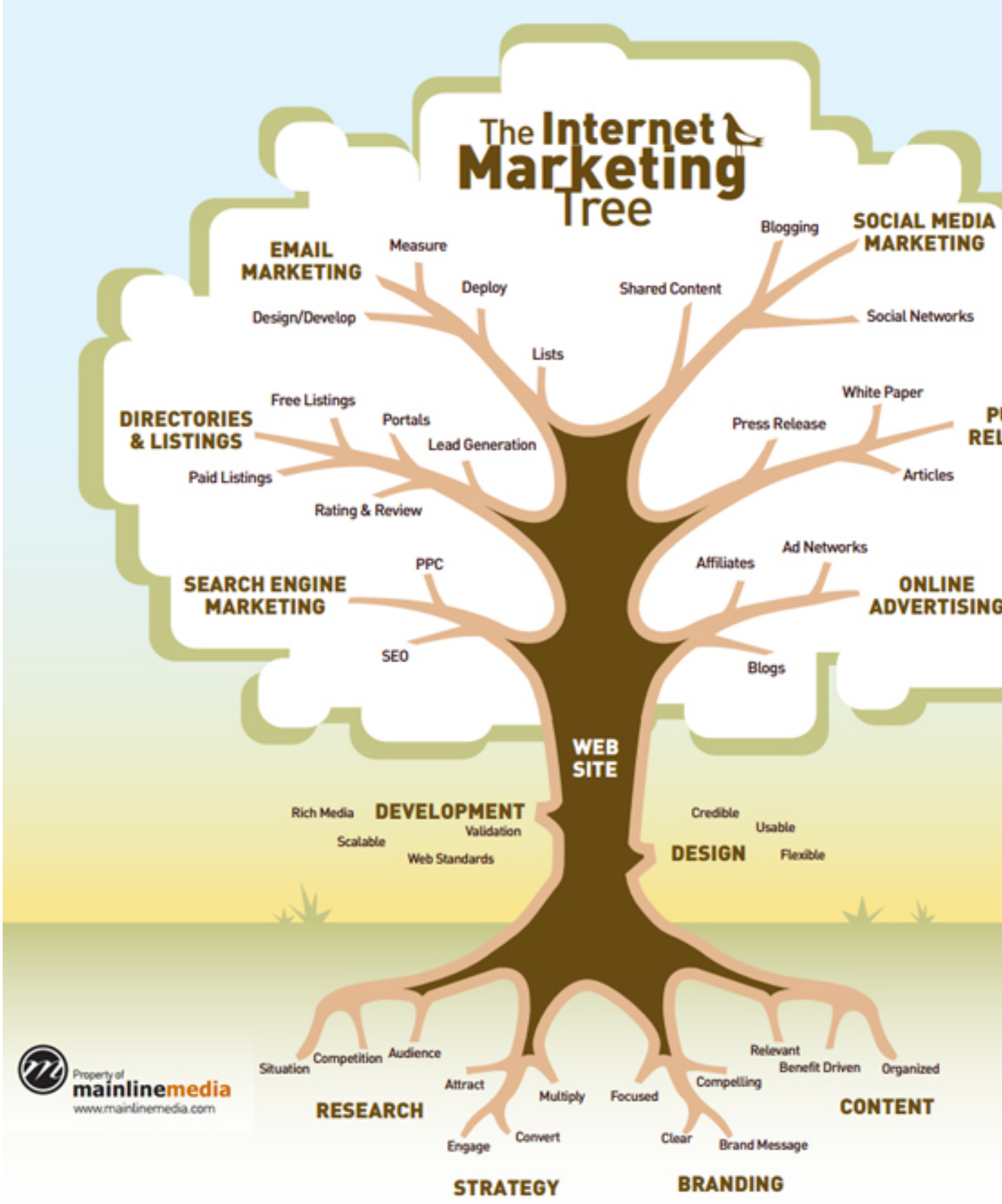
The Internet Marketing Tree
EMAIL MARKETING
Measure
Deploy
Design/Develop
Lists
Shared Content
Blogging
SOCIAL MEDIA MARKETING
Social Networks
DIRECTORIES & LISTINGS
Free Listings
Portals
Lead Generation
Paid Listings
Rating & Review
White Paper
Press Release
Articles
SEARCH ENGINE MARKETING
PPC
SEO
Affiliates
Ad Networks
ONLINE ADVERTISING
Blogs
WEB SITE
Rich Media
DEVELOPMENT
Validation
Scalable
Web Standards
Credible
Usable
DESIGN
Flexible
Situation
Competition
Audience
RESEARCH
Attract
Engage
Convert
Multiply
STRATEGY
Focused
Clear
Brand Message
Compelling
BRANDING
Relevant
Benefit Driven
Organized
CONTENT
Property of
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The Genesis As a web designer and internet marketing professional, I have always searched for ways to better understand and explain my industry as it constantly grows and changes. With so many terms, technologies and tactics to keep track of, I had always looked for simpler, better ways to depict the core principals, the many opportunities and show how they all fit together in a way that was digestible to my clients.

The Tree of Internet Life

I find the tree provides a perfect metaphor because it not only provides the room to show all the components and possibilities, but it demonstrates the priority and order I feel is crucial to internet marketing done right.

Deep Roots

First, planting strong, deep roots in the form of research, strategy, branding and content. It is tempting to jump ahead to the design and development phases of projects, but like a tree that has a weak root structure, your

marketing will not stand without a solid foundation to support it.

Sturdy Trunk

The roots support a sturdy trunk made up of good web design and development. Just as a tree grows bigger and thicker over time, your website and web presence should be set up to do the same. The trunk is the core of

the tree, just like a good website should be the core your company's marketing.

Sprawling Branches

The branches of the tree are a perfect symbol for the tremendous range of opportunities that exist for you to promote and advertise yourself. From Search Engine Marketing to Social Media Marketing, from Email to Online PR, etc.,

there is an ever growing number of categories and subcategories of promotional channels to exploit. But the important thing to understand is how they should grow out of a common strategy and how they should feed back

into your marketing core, namely your website.

Your Tree, Your Forest

A tree thrives by drawing in rain and sunshine, growing bigger and bigger to take up more space, expanding upward and outward to block out competing vegetation and ensuring it's long life. You have the choice - are you going to

plant a mighty oak or settle for a fledgling bush?

Source: http://www.mainlinemedia.com/_clients/The-Internet-Marketing-Tree.pdf