

# Audience, Significance, Opportunity

The internet marketing lifecycle

## Build audience

### seo

Search engines control 75% of web traffic. Unpaid search results drive 85% of that. SEO is a must. Ignoring it is just dumb.

### ppc

Paid search results drive super-targeted, easily-tested search traffic. It's a great audience-builder.

## Prove significance

### creative

If content is the guts, then creative is the skin. Professional-looking stuff breaks down barriers and builds trust. Don't underestimate the value of a well-designed e-mail newsletter.

### social media

spans both audience and significance. Attract new listeners and passersby with great campaigns, outreach, and when current community members recommend you. Then establish your significance with content curation and support. Social is hard to measure, but arguably plays the biggest role in tying audience and significance together.

### content

is the guts of your entire online marketing effort. Great content makes you significant. Write something, your community reads it, learns cool stuff and loves you for it. Let them write for you (user-generated content) and they get to participate, investing them in you and your brand. Content doesn't have to be 'writing', either: Videos, photos, audio, cartoons, stick figures, dancing raisins — whatever works.

### e-mail

Sponsor the right e-mail list and you can get in front of a huge audience. But exercise extreme caution when renting or sponsoring. Spam is bad. Being labeled a spammer is worse.

### display

Don't knock banner ads and other display advertising. They require a lot of patience, and careful targeting. But they work.

### visibility

Improve site performance, and make sure your site's easily crawled and categorized by search engines. That's really part of SEO, but it fits here, too. If you want to be significant, you have to be visible, first. Most of what you do to enhance visibility helps with audience and opportunity, too.

Woo-hoo! You got a customer, a voter, or a subscriber! But wait. You're not done. Now that they've taken action, they're right back into the fringes of the community. The cycle starts over again.

### CRO

Make it easy for your community to take the next step, whether that's a purchase, a vote, or just a registration for your next seminar. Test, test, test, but never abandon common sense, either.

## Seize opportunity

Yep, the lines are squiggly. This isn't even remotely a linear process. It's complicated, and messy. That's what makes it fun, don't you think?

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