

CLICK THIS!

The Customer Journey
in the Digital Age

What is the average number of marketing messages a consumer receives per day?

3,000+

It's no wonder people
hate marketing &
advertising.

Marketing used to be
complicated
&
NOW

Marketing Technology Landscape

August 2011



External Promotion Customer Experience Marketing Management

by Scott Brinker @chiefmartec <http://www.chiefmartec.com>

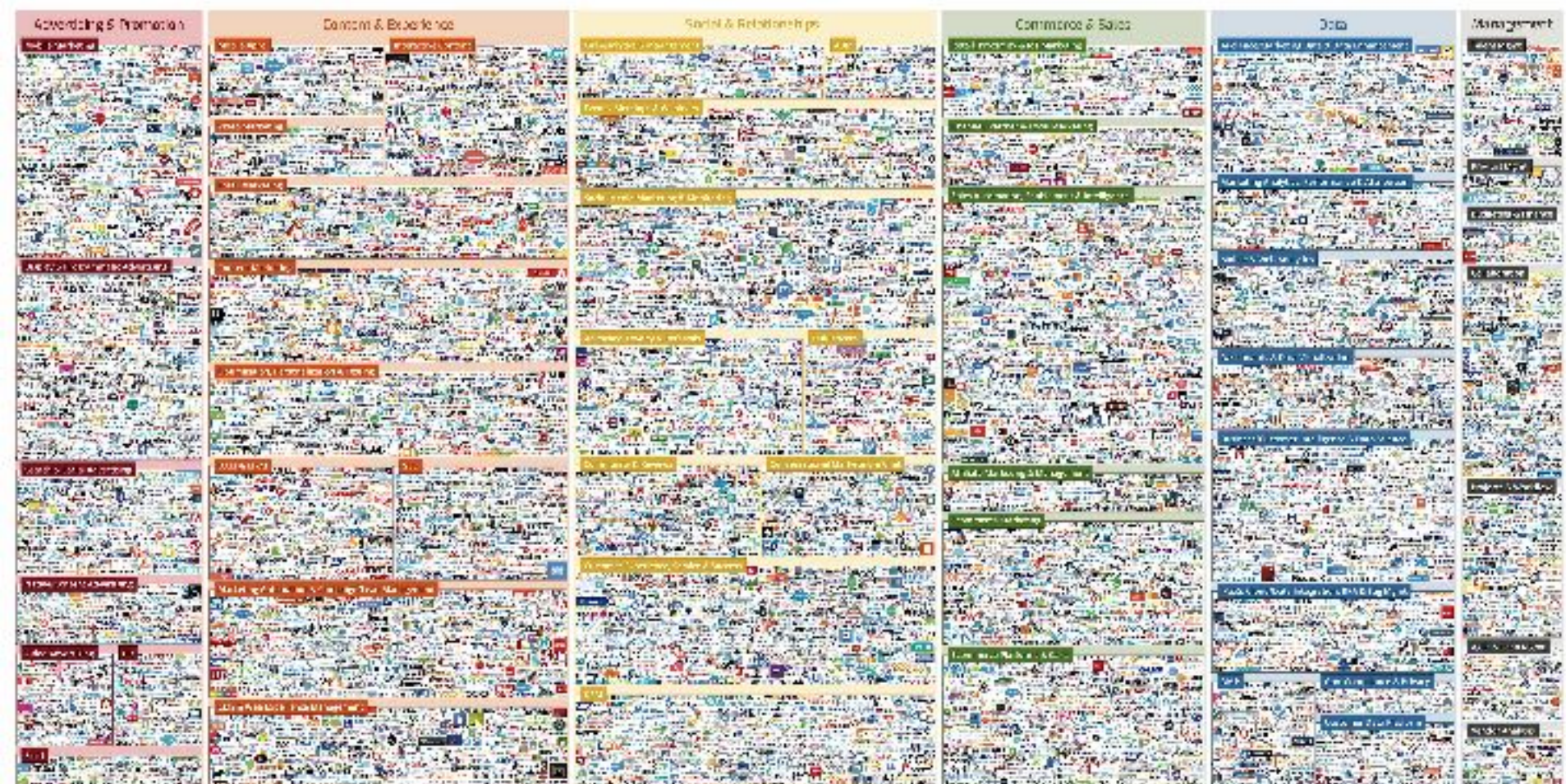


Figure 1: The Martech 5000 landscape, categorized by function. Source: chiefmartec.com. The full list of logos is available at <https://chiefmartec.com/martech-5000/>.

Is it too late to consider a
career change to
something more **tranquil**?

Like a role on
Ax Men?

AXMEN™



H
HISTORY.

So, how do you **navigate**
the new marketing forest?

Make marketing people
love.

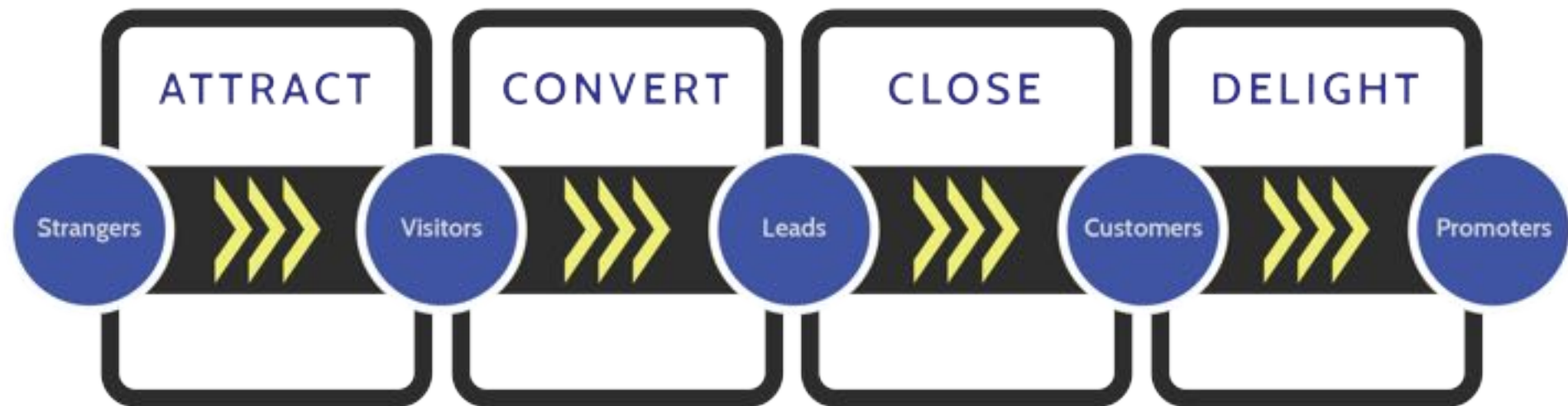
Inbound marketing.

What **is** inbound marketing?

It's publishing the **right**
content in the **right** place at
the **right** time.

When you do this your
marketing becomes
relevant & helpful to your
audience, not interruptive.

Four steps of inbound marketing



How do you attract the
“**right**” people?



You don't want just any traffic to your site, you want the **right** traffic.

Content Creation

Inbound marketing starts with blogging.

A blog is the one of
the best ways to **attract**
new visitors to your
website.

Cool Fact!

Marketers who have prioritized blogging are **13x** more likely to enjoy **positive ROI.**

The effort you put in **today**
can turn into thousands of
views and leads in the
future.



Convert those visitors into leads by gathering their contact information.

Calls-To-Action

Buttons, links or images that **encourage** a visitors to fill a form.



You've **attracted** the right visitors and **converted** the right leads, **but...**



...now you need to **close**
those leads into customers.

Email Marketing

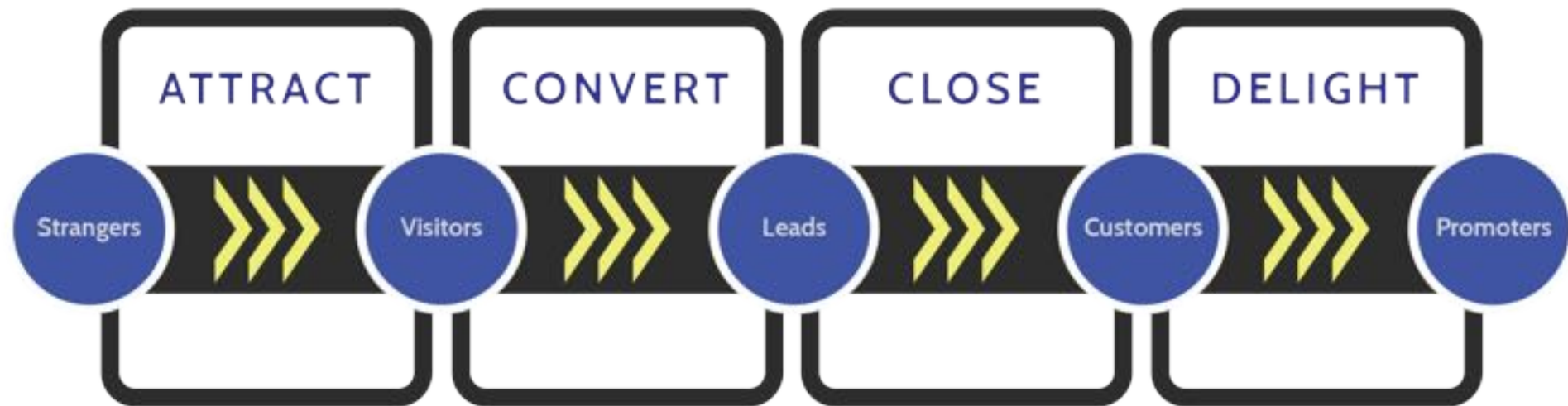
By creating a series of emails that focus on **useful content** you can build **trust** with a lead and help them become more ready to buy.

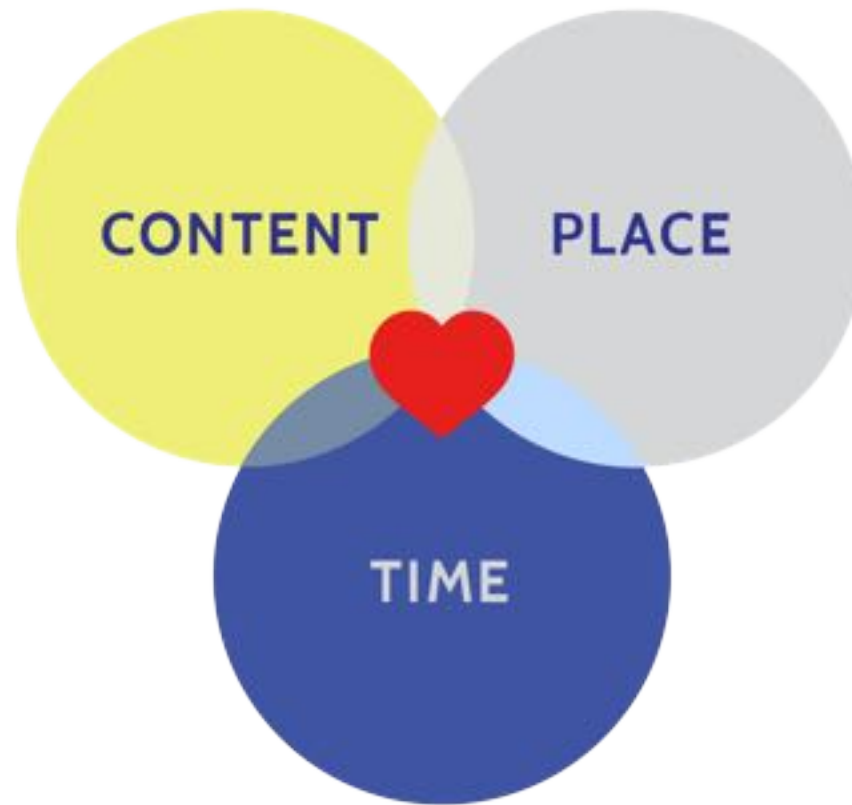
Cool Fact!

Start on the right foot. If you send a welcome email you should see **33% more engagement** from your contacts.



Inbound marketing is about providing remarkable **experience.** 😊





Now that's **marketing**
people **love.**

Now let's take a look at
real world example.



**Meet
Paula**





Double wide right off the highway with her husband and two dogs.

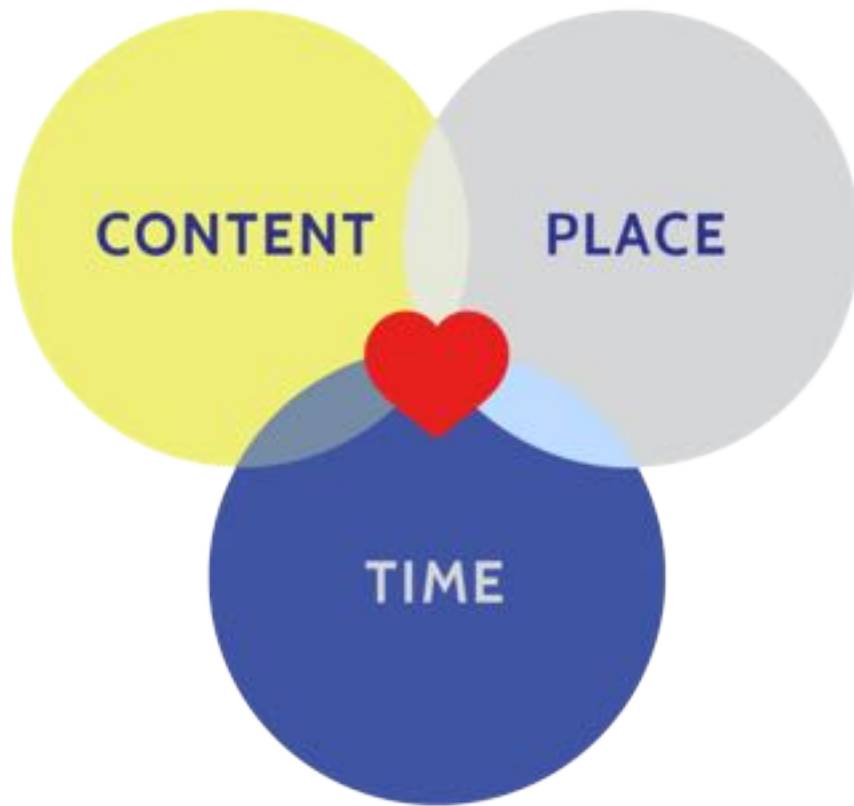
Just **like** other small
business owners...



always **worried.**

DO
SOMETHING
TODAY
FOR A
BETTER
TOMORROW

She **knew** she had to...





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Dependable, reliable pet sitting and dog walking services.

Based in Novato and serving the entire Marin Bay Area since 2007, Serenity Pets Marin (formerly Serenity Pet Services) is a name you can trust. We provide dependable, reliable pet sitting and dog walking services.

If you are looking for a pet sitter with integrity and good character, you've come to the right place. Find out more about the services we offer and our competitive rates by clicking [here](#).



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Spring Safety Tips for Dogs, Cats, and Their Owners

Spring is a favorite time of the year for many, including your pets. Gone is the winter cold, out comes the spring sunshine and the activities that go with it. Of course, you want to get out there and dust off the winter blues—so does your pet—but there are dangers that go hand-in-hand with the [...]

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Novato Dog Park Review: Dogbone Meadow

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Serenity Pets Marin

Dependable,
reliable cat
sitting and dog
walking
services.

Cat Sitting | Dog Walking | Ask a Question



What Are the Purrfect Gifts for Cats,
Dogs, and Their Humans This
Holiday Season?



Top Ways to Have a Safe Thanksgiving with Your Cat and Dog



Probably more than any other holiday during the year, Thanksgiving is the one that brings people together to renew ties, bonds of family and friendship, to give thanks, and to celebrate the commencement of the holiday season. With all the good feelings being exchanged and shared among extended family members, it is fairly common to overlook the needs and the overall well-being of your cat or your dog. With just a little care and attention, though, you can have a pet safe Thanksgiving.

Caring for Your Dog During Thanksgiving

Thanksgiving is one of the most important events in respect of the Thanksgiving holidays and one of the best holidays for your dog. As a matter of fact, Thanksgiving is the time you can spend with your dog and your cat. Here are some ways you can do to avoid any problems:



One way to make the situation with your dog is to simply provide a nice place for him. Instead you can bring a basket of food that is already prepared with a water canister that has been cleaned nearly as much as possible before using.



Don't check everything your dog. Taking your dog for a nice long walk will reward him instead of making him feel sad and frustrated. And, if you are not sure, you can call a vet.



Just make sure you are not the pet, you are having fun. There is nothing more fun than making your dog happy. The fun, and the dog, will be the most important thing you can do for your dog. When you are not sure, you can call a vet.



If you are worried about the turkey, consider having your dog in the kitchen with the turkey. In the kitchen, there will be a lot of turkey, and there will be a lot of dog. From a leader's point of view, the turkey is the most important thing you can do for your dog.



Caring for Your Cat During Thanksgiving



As with your dog, you can make Thanksgiving for your cat with a little extra care. Instead of making your cat feel sad, you can make your cat feel happy. The fun, and the dog, will be the most important thing you can do for your cat.



As with your dog, you can make Thanksgiving for your cat with a little extra care. Instead of making your cat feel sad, you can make your cat feel happy. The fun, and the dog, will be the most important thing you can do for your cat.



If your cat doesn't eat well, or if the cat is eating a lot, you can call a vet. If you are not sure, you can call a vet.



What if You're Traveling for Thanksgiving?



If you are traveling plans, consider having someone else take care of your pet. You can also consider having your pet stay with you. If you are not sure, you can call a vet.



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Serenity Pets Marin

Would you like to win a free pet photo session and a 5x7 of your dog from Mary Small Photography? All you have to do is post a photo of your dog in his best holiday outfit or under your tree to win. I'll be choosing two random winners to win. Good luck!

Win a FREE Pet Portrait for Your Dog from Mary Small Photography!

1

Like | Comment | Share | Poster



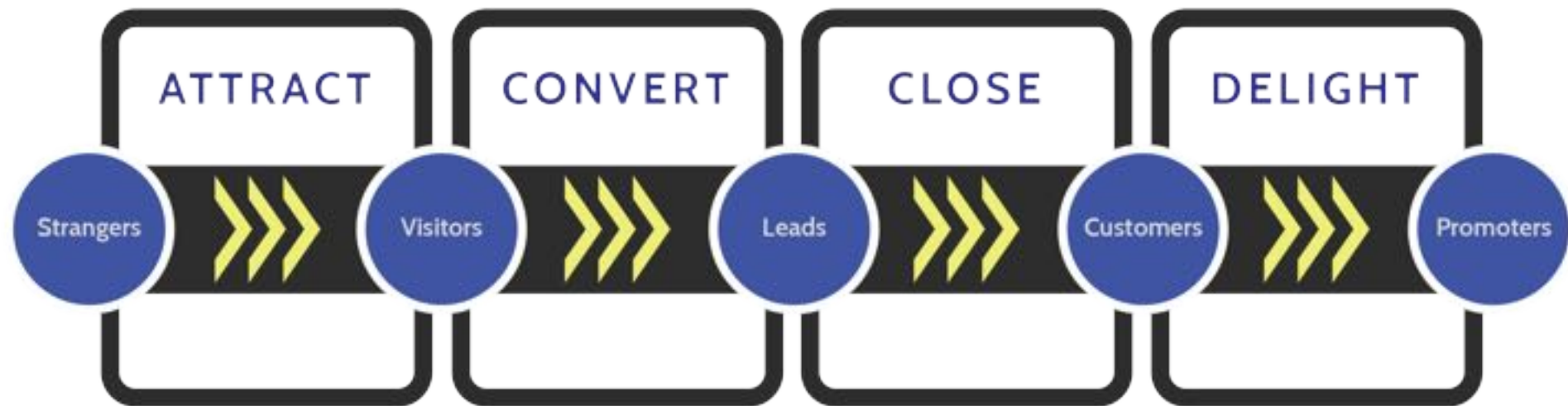
Paula **doesn't**
worry anymore.



Her **business** took off!



This is Paula's
new view.



If **inbound marketing**
worked for Paula,
it can **work for you**
as well!



Thank you!
Stay in touch by searching for
Marc Apple from Forward Push