

Online Marketing Ecosystem

Introduction

- This is a good time for you to ask me anything about the online marketing ecosystem!
- As a reference, here are some questions you need to ask yourself:
 - What is the greatest challenge you are facing in online marketing?
 - Do you have a system to build a long-term sustainable online business?
 - If so, do you fully understand how to implement the system?
 - If not, how do you plan to succeed in online marketing then?



The UNIVERSAL Success Formula

- Mindset = 70%
 - Attitude
 - Belief
 - Decisiveness
 - Goals & Deadlines
- System = 30%
 - Build or Buy
 - All About IMPLEMENTATION



Online Marketing Ecosystem

- Traffic
 - Direct (Brand Awareness)
 - Mailing List (E-mail, SMS)
 - Blogging (Social)
 - Google (Organic & Paid)
 - Facebook, Instagram, Twitter & LinkedIn (Organic & Paid)
 - Media Buy (Ad Networks)
 - Content Networks (Outbrain, Taboola, RevContent)



Online Marketing Ecosystem

- Business Model
 - Content Publishing (Blog, Video, Game)
 - Affiliate Marketing (Other people's product)
 - Product Marketing (Own or other people's product)
 - Local Business Marketing (Local merchants)
 - Agency (Consultancy)



Online Marketing Ecosystem

- Monetisation
 - Publishing (Ad space, Pay per click)
 - Lead Generation (Pay per lead)
 - Revenue Share (Pay per sale - % or fixed)
 - Profit Share (% of profits)
 - Recurring Subscription (Month, Bi-Annual, Annual)
 - Consultancy (Per Project)



5 Critical Success Factors

1. Long-Term Sustainability (Fad or Need)
2. Threat of Competition
3. Automation (Partial or Full)
4. Scalability (Local or Global, Sideways)
5. Customer Lifetime Value (Positive Unit Economics = $CLV - \text{Customer Acquisition Cost}$)



Questions?

