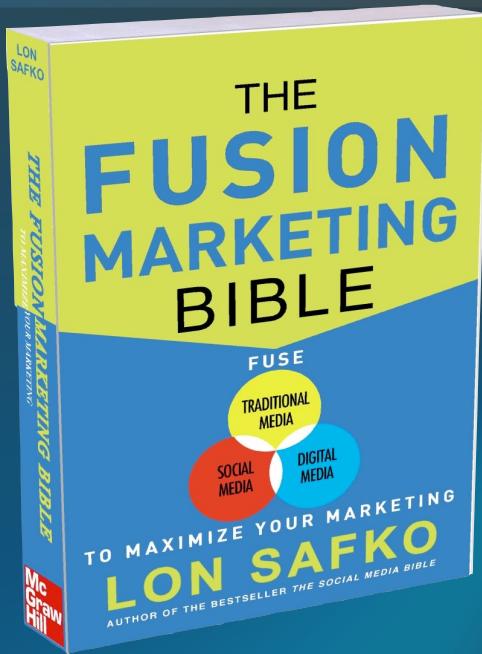




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FUSION Marketing

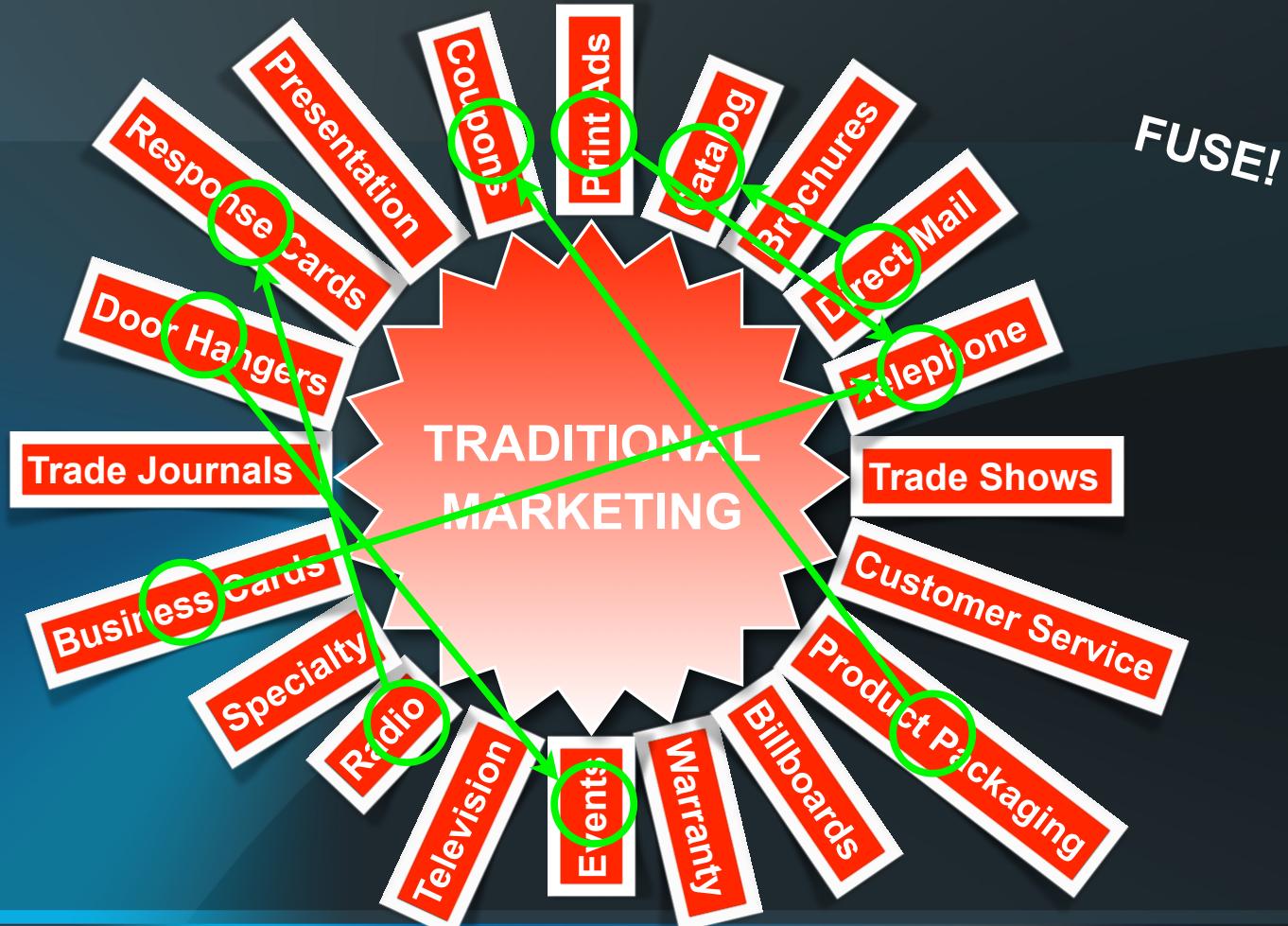
By:

Lon Safko

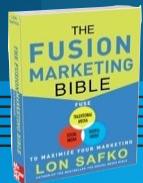
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Traditional Marketing



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Digital / Social Media Marketing

Part 1

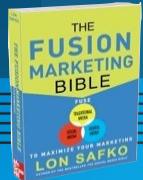
*Word Of Mouth...
At The Speed Of
Light!*



FUSE!



Second Life



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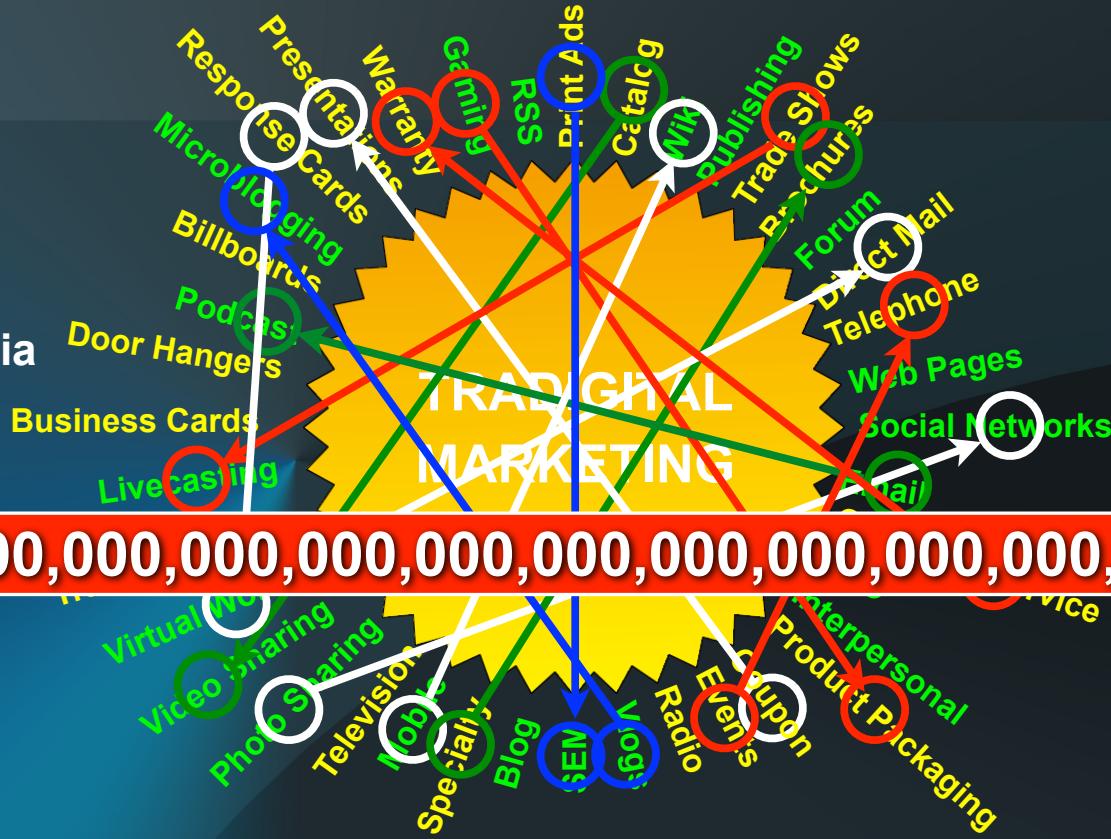
Part 1

Totally Integrate
Traditional,
Digital, & Social Media
Marketing

TraDigital Marketing

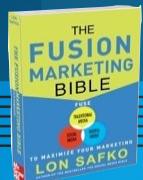
FUSE!

815,915,283,000,000,000,000,000,000,000,000,000,000,000,000,000,000



$$40 \text{ factorial} = 8.15915283 \times 10^{47!}$$

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Prioritizing Traditional Marketing

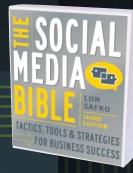
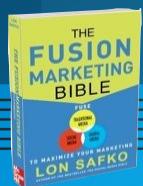
Part 1

Cost Of Customer
Acquisition

\$
ROI
\$



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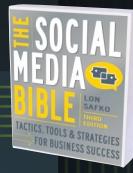
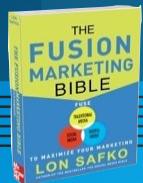
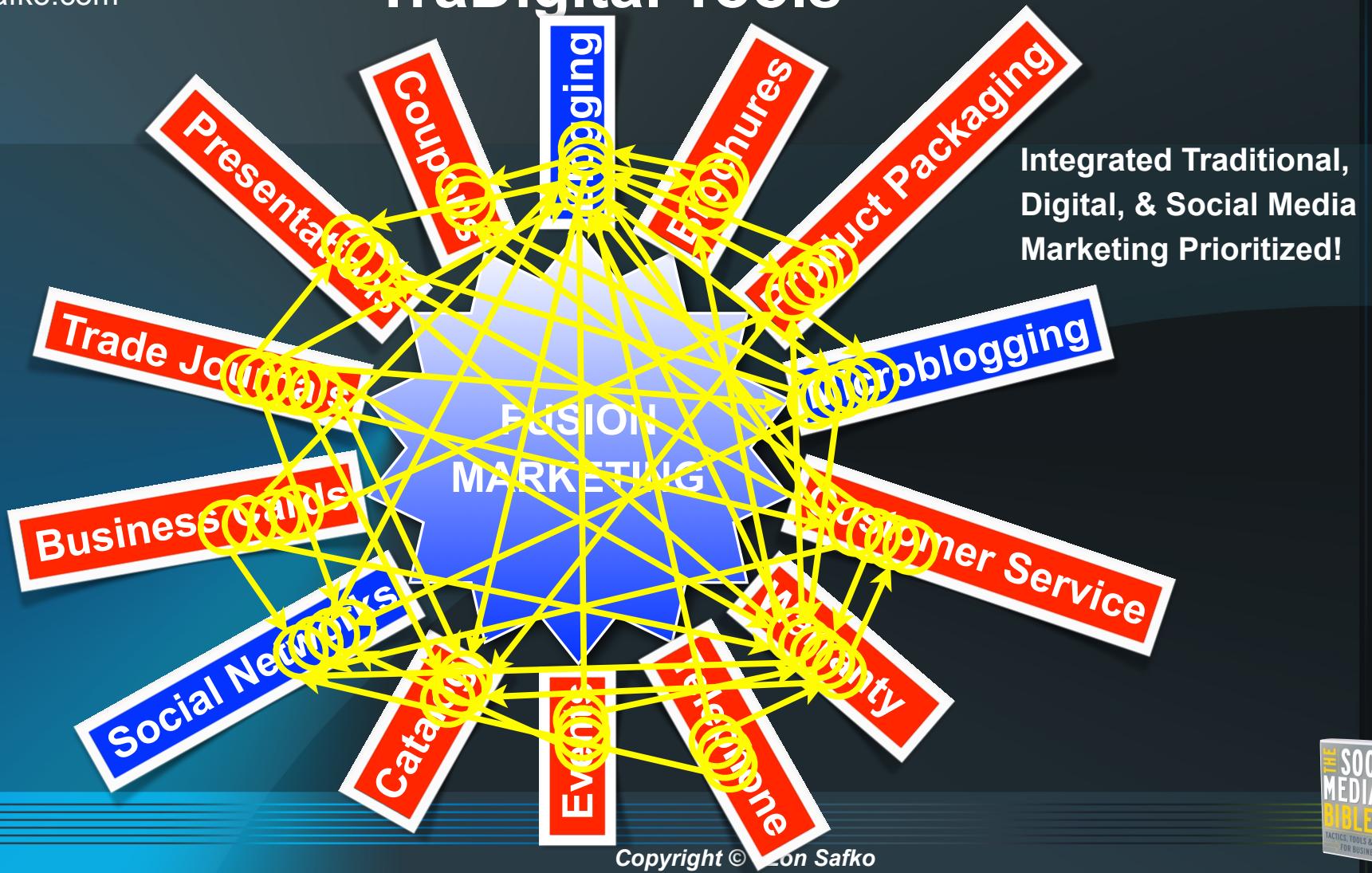




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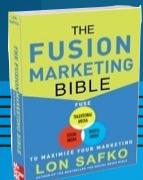
Part 1

TraDigital Tools





TraDigital Tools





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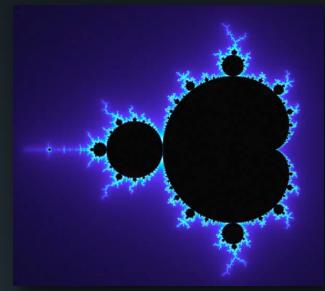
Fractal - Fusion Marketing

Part 2

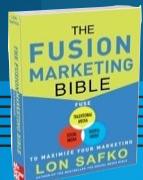
Top 10 Social Networks



GO FRACTAL!



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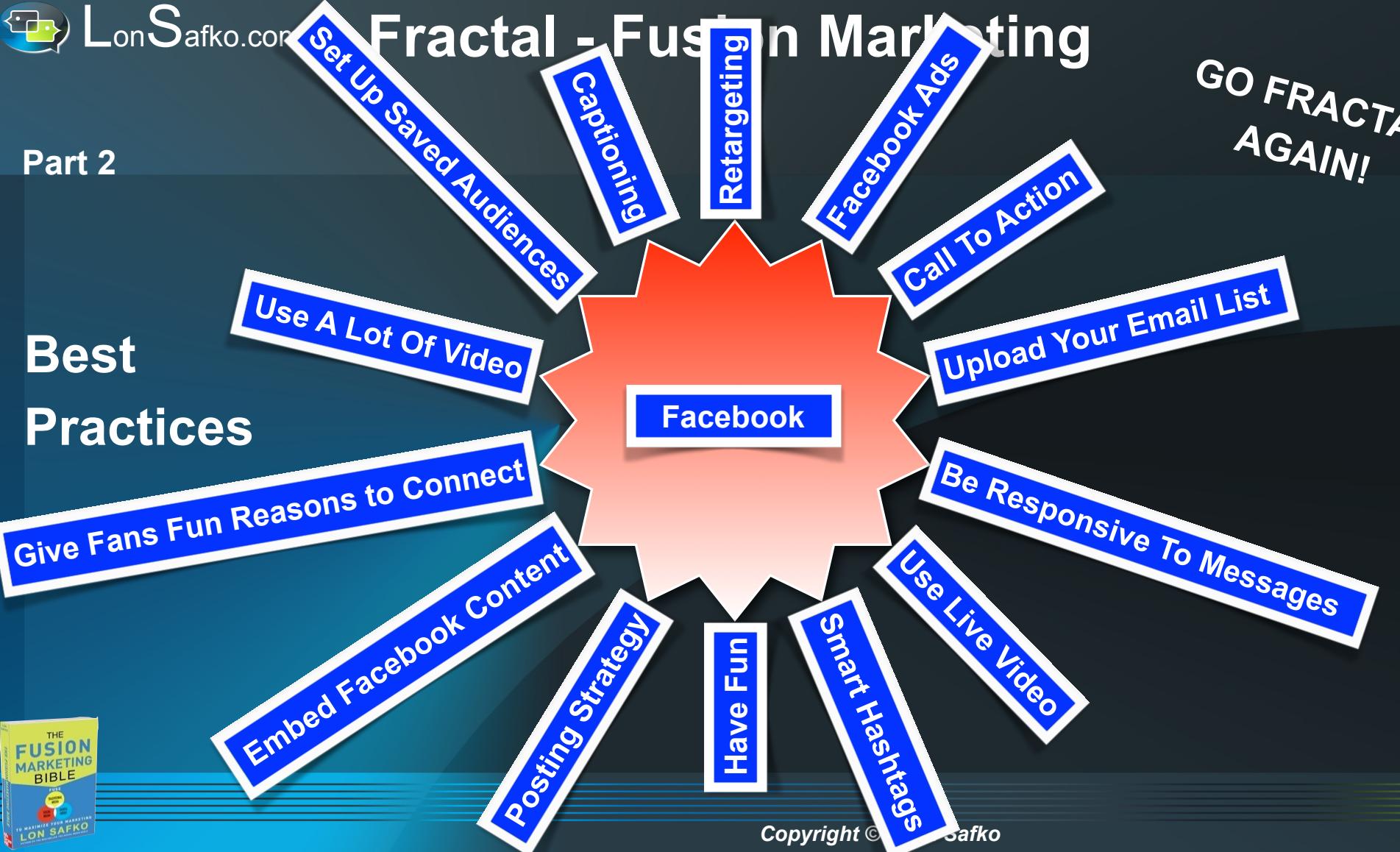
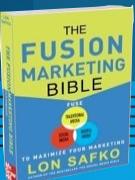
Fractal - Fusion Marketing

Part 2

Best Practices

GO FRACTAL AGAIN!

Facebook



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Part 2

Best Practices

Fractal - Fusion Marketing

CUSTOMER SERVICE

Educate & Train Your Staff

Treat Employees Well

Know How to Apologize

Understanding Is Crucial

Power of Yes

Power of "Yes"

Regular Feedback

Never An Argue

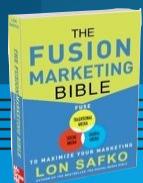
Body Language

Identify and Anticipate Needs

Make Customers Feel Important

Give More Than Expected

GO FRACTAL AGAIN!



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Part 2

Facebook & Customer Service

Combined Fractal - Fusion Marketing

GO FRACTAL
ONE MORE
TIME!

BEST PRACTICES

Know How to Apologize

Like On Your Website

Reward Employees

Have Fun

Regular Feedback

Use Live Video

Give More Than Expected

Upload Your Email List

Facebook Ads

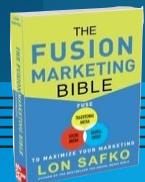
Identify and Anticipate

Power of Yes

Captioning

Track Customer Complaints

Use A Lot Of Video



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Strategy Development

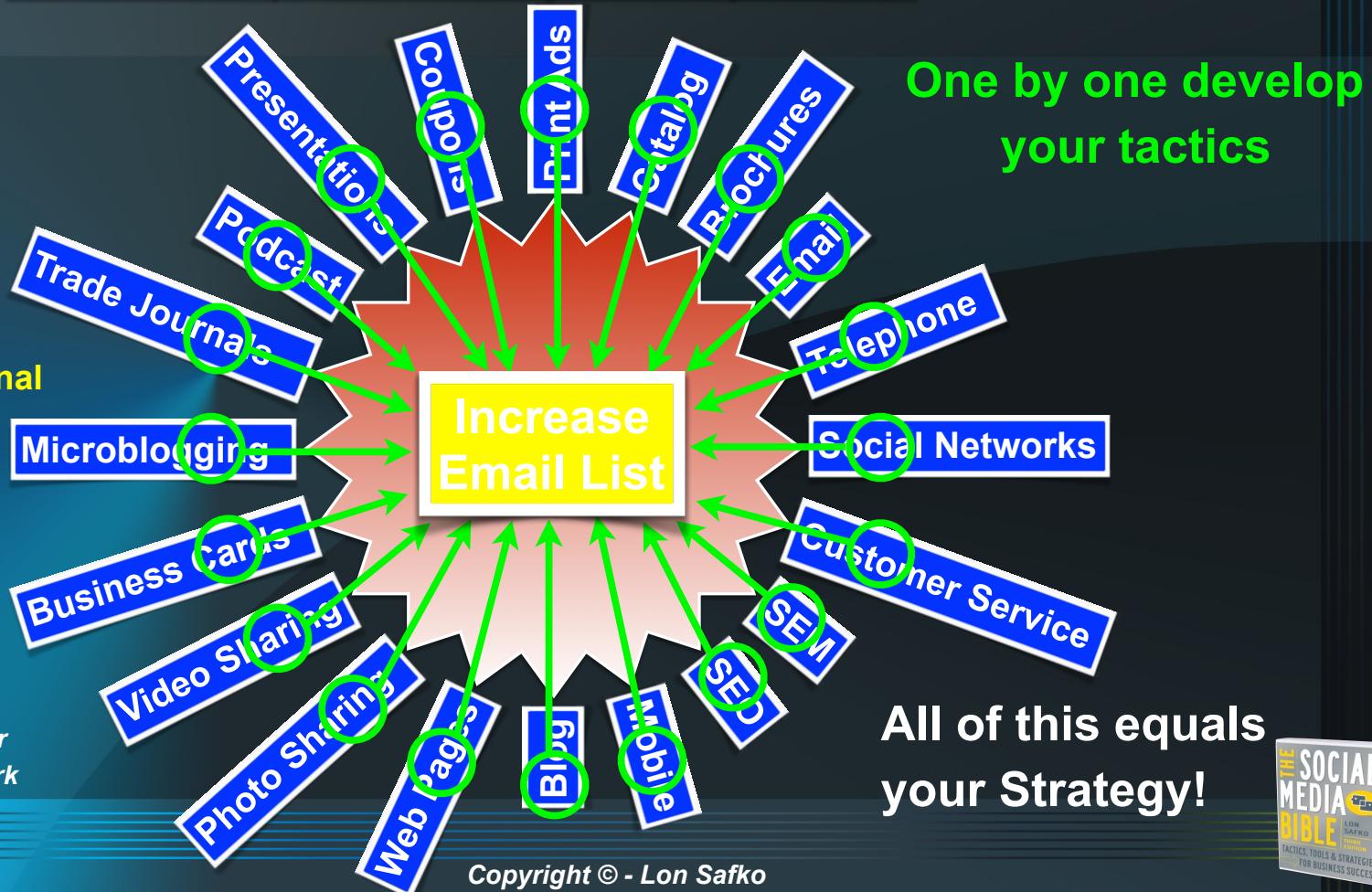
Strategy = Objective + Tools + Tactics

Part 3

Create 3, 4 or 5

Sound Objectives

- Increase Email List
- Drive More Attendance
- To Presentations
- Perform More Webinars
- Perform More International Presentations
- Promote My Books



Goal = An Arbitrary Number
Chosen To Set A Benchmark

