

THINKING LIKE A MARKETER

ADVANCED INTERNET MARKETING STRATEGIES

How did you do on your POP QUIZ?

What do you want to learn from the training today? Why?



Create Content

- BE:
- BE:
- BE:



Promote Content

- BE:
- BE:
- BE:



Publish Content

- BE:
- BE:
- BE:



Amplify Content

- BE:
- BE:
- BE:

APPLY AND PRACTICE

SUMMARIZE AND EVALUATE

YOUR ACTION PLAN

- What are you going to **START** doing more of?

- What are you going to **STOP** doing?

- What are you going to **CONTINUE** doing?