Website

- Connects the marketing and the offerings
- Shows all content and assets in one place
- Illustrates what sets your business apart
- Draws new audiences via search engines
- Truthteller of marketing analytics

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Blog

- Acts as a magnet for the website
- Keeps the website fresh and updated
- Triggers keyword phrases for search rankings
- Positions your business with authority
- Tells the story of your business

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Social Media

- Generates leads
- Conveys personality
- Sells without selling
- Establishes social proof and community
- Drives traffic where you want it to go

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Newsletter

- Warms the audience
- Gives more predictable reach
- Balances value with harder selling
- Offers powerful analytics that feed directly into the sales process

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Lead Magnet

- Links your website and newsletter
- Gives leads a reason to opt in
- Establishes value and builds trust
- There are more ways to market them!

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