

# Markaðssetning á netinu

Ekki bara tækninördamál

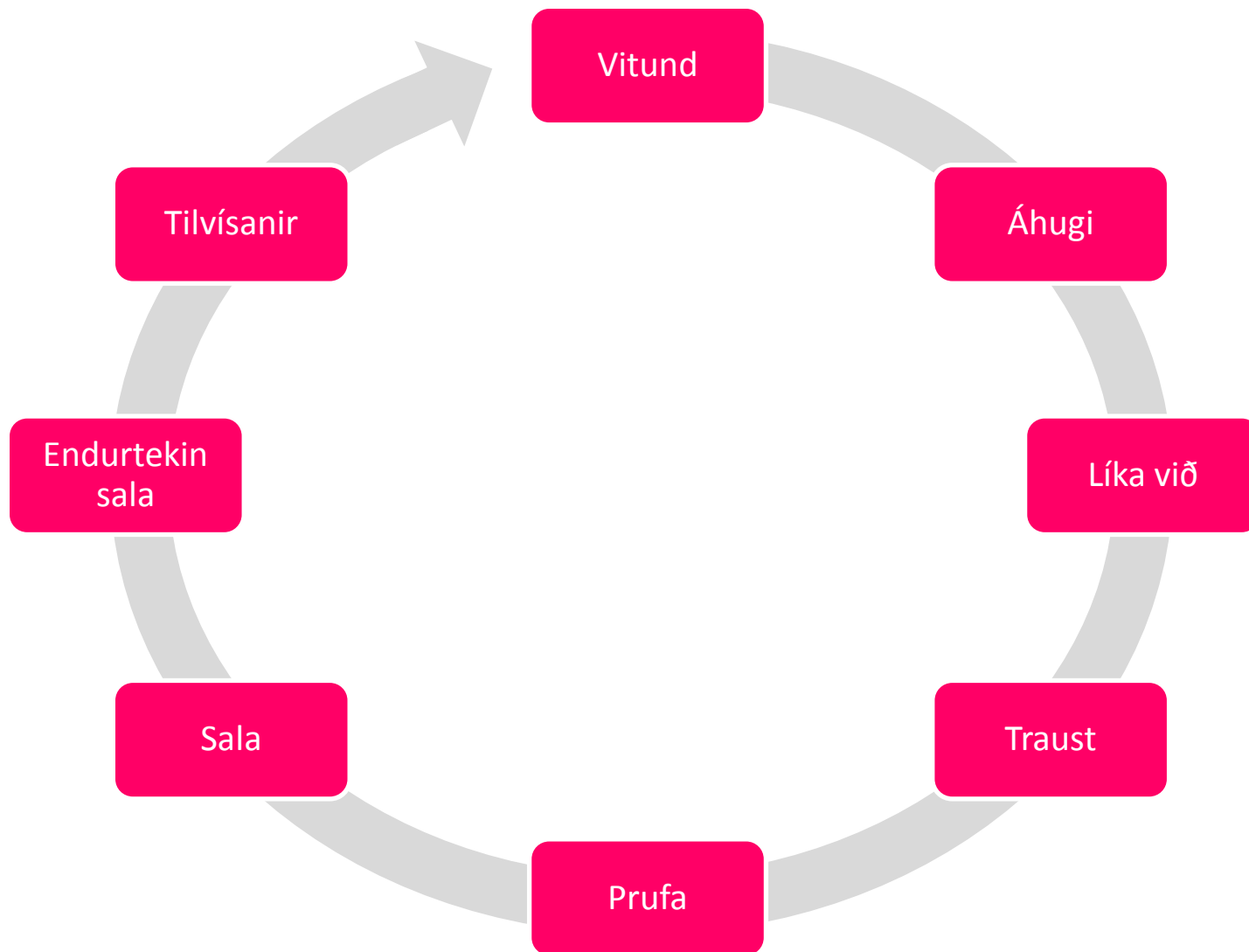


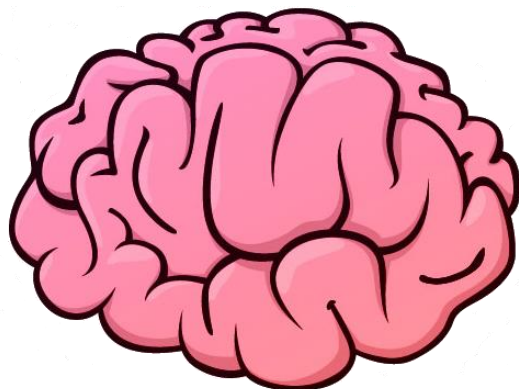
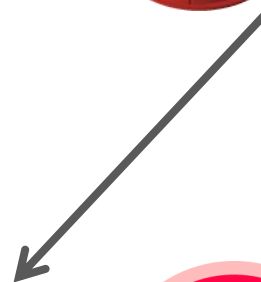
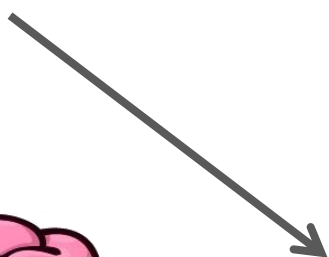
ÞÓRANNA K. JÓNSDÓTTIR MBA

[mam.is](http://mam.is) – [thoranna.is](http://thoranna.is) – [facebook.is/markadsmal](https://facebook.is/markadsmal)

MARKAÐSMÁL  
Á MANNAMALI

# Markaðsferlið





# “Lead Management”

## Lead generation

Vitund

Áhugi

### Ná í traffík

Efni og dreifing

- blogg
- vídeó (YT)
- samfél.m.
- ...

- SEO
- Online augl.

## Lead nurturing

Líka við

Traust

### Byggja upp samband

- Lendingar-síður
- Póstlistinn!
- Samfélagsm.
- ...

## Lead conversion

Prufa

Sala

### Hvernig?

- Efni
- Vörulýsing
- Frí prufa
- Ábyrgð
- Vöruskil
- ...

### “Conversion”

- Webinars
- Póstlistinn
- Triggerar
- “social proof”
- tímabundið
- tilboð
- o.fl.
- Greiðsluferli
- Afhending

## Ongoing lead mgmt

Endurtekin sala

Tilvísanir

### Áframhaldandi samband

- Póstlistinn
- Samfélagsm.
- ...

Product Launch Formula



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# Efnismarkaðs- setning (e. Content marketing)

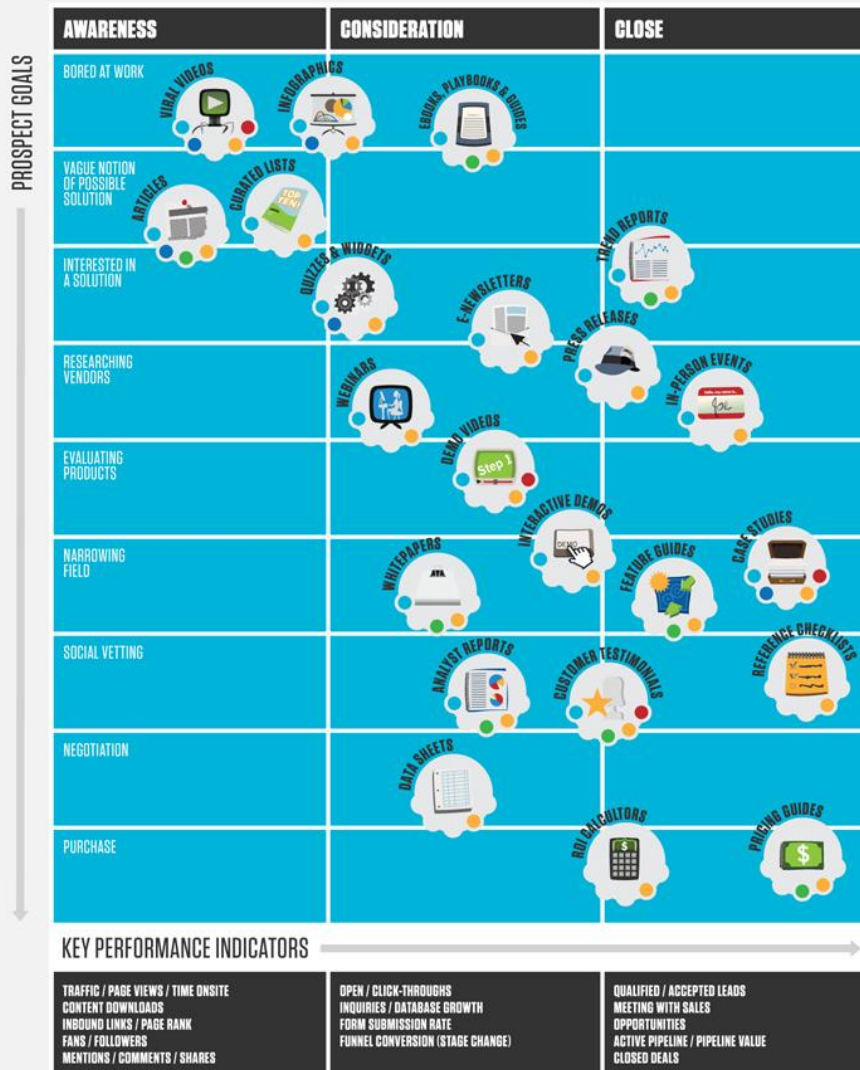
# THE CONTENT GRID v2

The "buying" process begins long before a sales person contacts a prospect. The fuel that drives a prospect from latent interest to active demand is created, curated or procured by a brand, distributed over social channels and measured against business objectives. The Content Grid v2 is a framework for the process of Content Marketing.

## DISTRIBUTION CHANNELS

- TWITTER
- FACEBOOK
- QUORA / FOCUS / LINKEDIN
- BLOGS / WEBSITES
- YOUTUBE / VIMEO

## BUSINESS OBJECTIVES



<http://jess3.com/eloqua-content-grid-v2/>



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## Vertu memm!



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