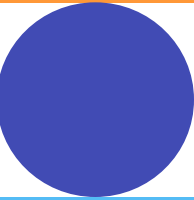
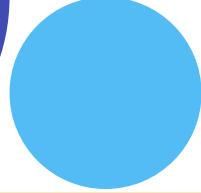




THE DIGITAL MARKETING MIX



Inbound Lead Gen

Website

SEO

Social



Lead Magnets

Google Ads



Outbound Lead Gen

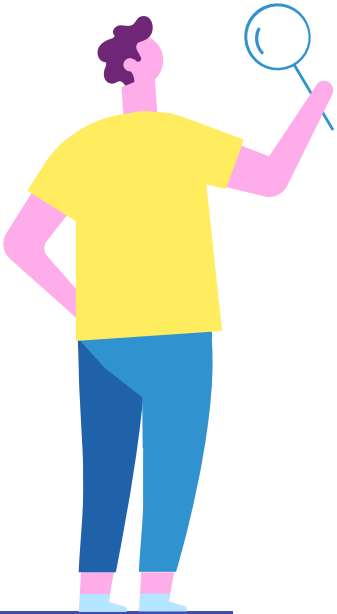
Bi-weekly emails

Bi-monthly newsletters

Nurture emails (automated)



Buyer's Content Experience Path



AWARENESS

Blog

Infographics

White Papers

Maturity Models

EXPLORATION

Surveys

Checklists

Reports / Guides

Explainer Videos

Webinars

DECISION

Case Studies

ROI Calculator

Sales Emails