the conversation marketing method

1 Know Your Goals

Tools
Business Research
Creative Brief

Result
Key Performance Indicators (KPIs)

2 Know the Room

Tools
Interviews, surveys, site statistics
Customer data, sales team input, KPIs

Result
Personas

3 Dress Appropriately

Tools
Personas, KPIs

Result
Wireframes, site map, creative

4 Sound Smart

Tools
Site map, creative, personas, KPIs, QA

Result
Copy, contingency design, standards-compliant code

5 Make a Connection

Tools
E-mail, RSS, 'social' media, outreach

Result
The house list, subscribers, audience

6 Brag Modestly

Tools
SEO, PPC, 'social' media, PR

Result
Rankings, new customers, loyalty

7 Observe and Adjust

Tools
Site traffic report, sales data, leads data, demographics data, offline media performance, offline messaging performance, industry reports

Result
Actionable insight. Adjustments to your entire strategy at all steps.

Another bizarre diagram from www.conversationmarketing.com

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