InformationMarketing2.0

SEO

Paid Search

Link Building

Social Networks

Viral Video

Social Media Optimization

Pull Marketing

Link Baiting

RSS Syndication

Free Web Service

LEGEND

Classic

Web 2.0

Progress the Relationship

Free Newsletter

Valuable Products & Services

Blog

Podcast

Social Networking

Online Community

RELATIONSHIP & SALES FUNNEL

Web Surfer

Prospect

Customer/Client

Evangelist

Progress the Sale

Free Gift

Introductory Product (e.g. ebook)

More Expensive Product(s)

Seminar/Coaching /Consulting

Everything You Make

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