

Internet Marketing In 2015: Do's and Dont's | October 14, 2015

UMass - Isenberg School of Management | <http://tunnel7.com/umass-oct2015>

My goals, users and problems:

3-5 key phrases to consider:

2 updates that highlight benefits:

Takeaways

- ★ In 2015 quality content is needed to succeed
- ★ Devote resources to any of these items to succeed
- ★ Be realistic about which options are best for you
- ★ Be open to the fail faster / trial and error mentality
- ★ Have a clear strategy based on your goals, users and problems
- ★ Data is your best friend - use it to make smart decisions

Always remember ...

**Internet Marketing Is
Something To Use Not
Something To Have**

Please feel free to use the back side of this page ... I realize we are covering a lot of ground today.