

Customer Value Optimisation

Choose a Traffic Source



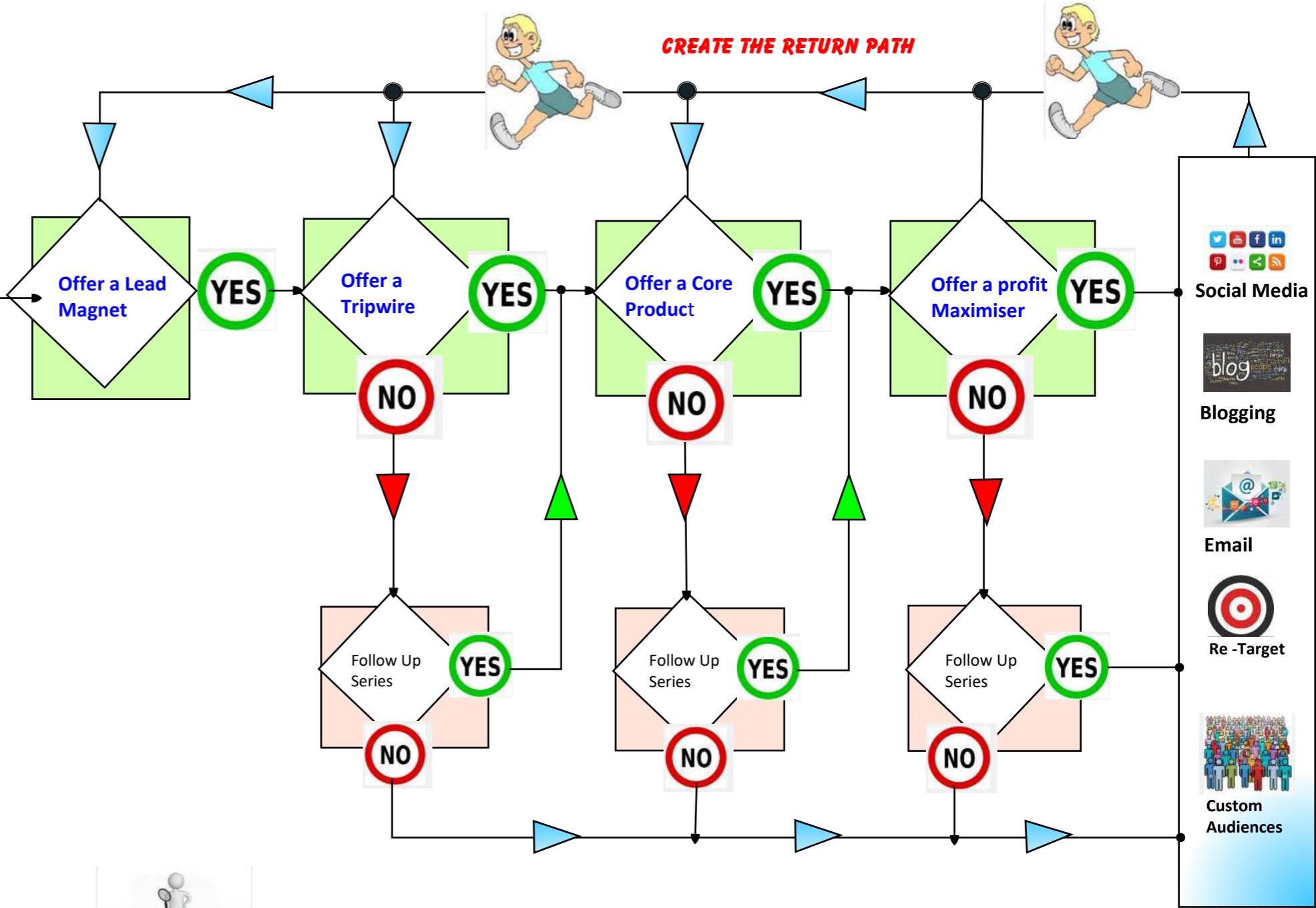
Determine Your Product/market fit

Notes
Read this chart in conjunction with the Simple Lighting Digital Marketing report

YES — Prospect has chosen this option

NO — Prospect has NOT chosen this option

- Google Adwords
- Social Media
- Blogging
- SEO
- Email Marketing
- YouTube Adverts
- LinkedIn Marketing
- Twitter Marketing
- Facebook
- Google+ Marketing
- Pinterest
- Instagram
- Mobile Marketing



DEFINITION

- Lead Magnet** - A free offer of some kind such as a report or how to video
- Tripwire**- Something of Value for a fraction of it's price.
- Core Offer**- This is the full price products
- Profit Maximiser**- Is an add on product or service, such as insurance,accessories,
- Return Path**- This is continuous communication and can be another Tripwire

