

The Online Circle – Internet Marketing.

Customer acquisition	<ul style="list-style-type: none"> • Pro-active web site • Email marketing • Pay Per Click campaigns • Co-Registration programs • An onsite Wiki • Long tail search • Facebook Forced Invite • Viral Marketing • Live support • Jumpstation • ATOM • RSS Feeds • Podcasts • Piggyback email • Live support • Online Groups • Inbound links • Affiliate programs • Google Maps • Promotional email • Klog • Vlog • Deep links • Webinar • Online directories • Online surveys • Webcast • Banner advertising 	<ul style="list-style-type: none"> • Very high • Very high • Very high • Very high • High • High • High • High • High • High • High • High • High • High • Medium high • Medium high • Medium high • Medium high • Medium high • Medium high • Medium high • Medium • Medium • Medium • Medium • Medium • Medium • Medium • Medium • Medium • Moderate • Low to moderate
Customer retention	<ul style="list-style-type: none"> • Email Marketing • Personal Brand Management • Live support • Live support • Podcasts • Online surveys Forums • An onsite Wiki • eLearning • Promotional email • Klog 	<ul style="list-style-type: none"> • Very high • Very high • High • High • Medium high • Medium high • Medium • Medium • Medium • Medium

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<p>Increased sales from existing clients</p>	<ul style="list-style-type: none"> • White papers • Extranet • An onsite Wiki • Live support • Email Marketing • Deep links • Online surveys • Klog • Webinar • Webcast • Podcasts • ATOM • RSS feeds • eLearning 	<ul style="list-style-type: none"> • Very high • Very high • High • High • Medium high • Medium high • Medium • Medium • Medium • Moderate • Moderate • Moderate • Moderate • Moderate • Depends on the product
<p>Referrals from existing clients</p>	<ul style="list-style-type: none"> • Viral Marketing • Podcasts • White papers • ATOM • RSS Feeds • Vlog • Online articles • Online groups • Email marketing • Online surveys • Jumpstation • Information rich web site • Blogging • Klog • eLearning • Facebook Forced Invite • Personal Brand Management • Promotional email 	<ul style="list-style-type: none"> • Very high • High • Medium high • Medium high • Medium high • Medium high • Medium high • Medium high • Medium • Medium • Medium • Medium • Medium • Medium • Medium • Medium • Medium • Moderate • Moderate