# The bloodstream of digital marketing

### SEO and/or SEM

On chosen keyword cluster

### **Landing Page**

Adaptive to traffic source & language

### Sign up

Use Facebook Connect.

It will increase registration with 30-200%

Viral Loop

### Access to "The Thing"

The interactive concept that constitute the core of this set-up. This is where you need to be creative! This part could perfectly well be based on flash.

### **Incentives to convert**

Let the user perform in your interactive concept and earn great incentives to convert in a transaction in line with your business goals. Important that this is the only way to get that great incentive!

#### **Embedded conversion**

Make it easy for the user to convert. Don't be lazy driving them to your default interface. Let users convert exactly where they are at the moment.

## **Virality**

### **Challenge friends**

Are you up for it?
Challenge your friends by e-mail!
Don't get greedy when creating this. Skip all that crap with importing addresses from social networks and webmail. Make it simple! Just let the user add a few of the e-mail addresses on the top of their mind.

#### **Facebook News feed**

Feed the users Facebook News Feed with output from their interaction. If you do it right you can aim for 3 new visits generated by each user interaction on you site. That's traffic!

#### **Tweets**

Twitter is an ultimate tool for driving traffic. Enable for the user to Tweet! Create Tweets that are based on a combination of output from user interaction with "The Thing" and a challenge to the followers.