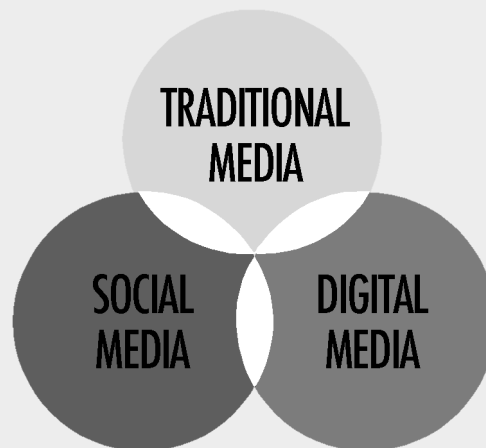


FUSION MARKETING WORKBOOK

INNOVATIVE THINKING, L.L.C.

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DEVELOPED BY

LON SAFKO

*AUTHOR OF THE BESTSELLERS THE FUSION MARKETING BIBLE AND
THE SOCIAL MEDIA BIBLE, THIRD EDITION, FOUR LANGUAGES!*

TO MAXIMIZE YOUR MARKETING



The Safko Wheel



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Workshop Outline

Fusion Marketing is the next generation of marketing - It's what's next!

Traditional Marketing + Digital Marketing + Social Media Marketing = Fusion Marketing

If you are still calling yourself a "Social Media Expert" then you're announcing to the world that you have been left behind. If you're an expert in Facebook and Twitter, then you're trying to build a entire marketing strategy restricted to the use of only one or two tools available.

Facebook is not a strategy. Twitter is not a strategy. If you're still stuck looking at social media as a stand alone marketing technology, then you've been left behind.

Fusion Marketing is the next generation of marketing that brings our 6,000 years of traditional marketing, exciting digital marketing tools of the Internet, social media, and by fully integrating them into one seamless tool set that will accomplish every objective you set!

Fusion Marketing isn't just about integration; it's such a totally new concept of "Inter-connecting" all of your traditional and digital and social media tools that it has been accepted by the United States Patent & Trademark Office as "Patent Pending". Fusion Marketing is is an overview of all of your tools, campaigns, objectives, and conversion strategies. First, in two-dimensions, then using your entire marketing strategies into the world of three-dimensions. This allows you to view a complete picture of your marketing in a totally different way... Three-D!

Notes

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Workshop Objectives

Successful completion of this course will increase the participants knowledge and ability to develop a fully custom, effective, and cost efficient strategic traditional, digital, and social media marketing plan. In addition, the participant will understand:

- The top 20 traditional media marketing tools and how they are used.
- How to “Fuse” the traditional tools with one another to discover hidden opportunities.
- How to “reverse” those identified connections to discover even more opportunities.
- The entire 20 categories of digital and social media tools.
- How to find amazing opportunities within social media marketing interconnections.
- How to reverse those interconnections to find even more opportunities.
- How to determine what’s working and what’s not by using the Cost of Customer Acquisition.
- The Trinity of Social Media.
- How to add just the right tools to their marketing mix to create a custom “TraDigital” tool set.
- How to interconnect their TraDigital tool set to identify even more hidden opportunities.
- Fractal Fusion Marketing and the power of looking at the next level.
- Take Fractal Fusion Marketing even deeper to expose new opportunities.
- How to Fuse and interconnect their Fractal Fusion Marketing discoveries into a new plan.
- Define the term “strategic” and develop effective marketing objects.
- To further continue the development of the actual tactics necessary for success. And,
- How to look at their finished custom marketing plan in three-dimensions!

Traditional Marketing Strategy

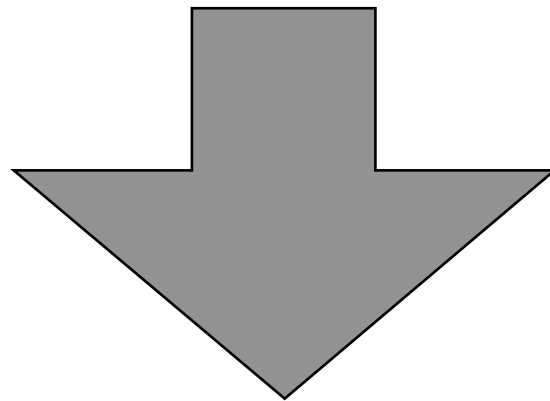
Everything we do in traditional marketing has only one purpose... To generate REVENUE!

If there is anything you are doing for your company that isn't directly connected to generating revenue... Then Stop it!



- Print Ads
- Trade Shows
- Brochures
- Direct Mail
- Telephone
- Catalog
- Customer Service
- Product Packaging
- Response Cards
- Warranty
- Events
- Television
- Radio
- Specialty
- Business Cards
- Marketing & P.R.
- Door Hangers
- Billboards
- Presentations
- Coupons

TRADITIONAL SALES



REVENUE!

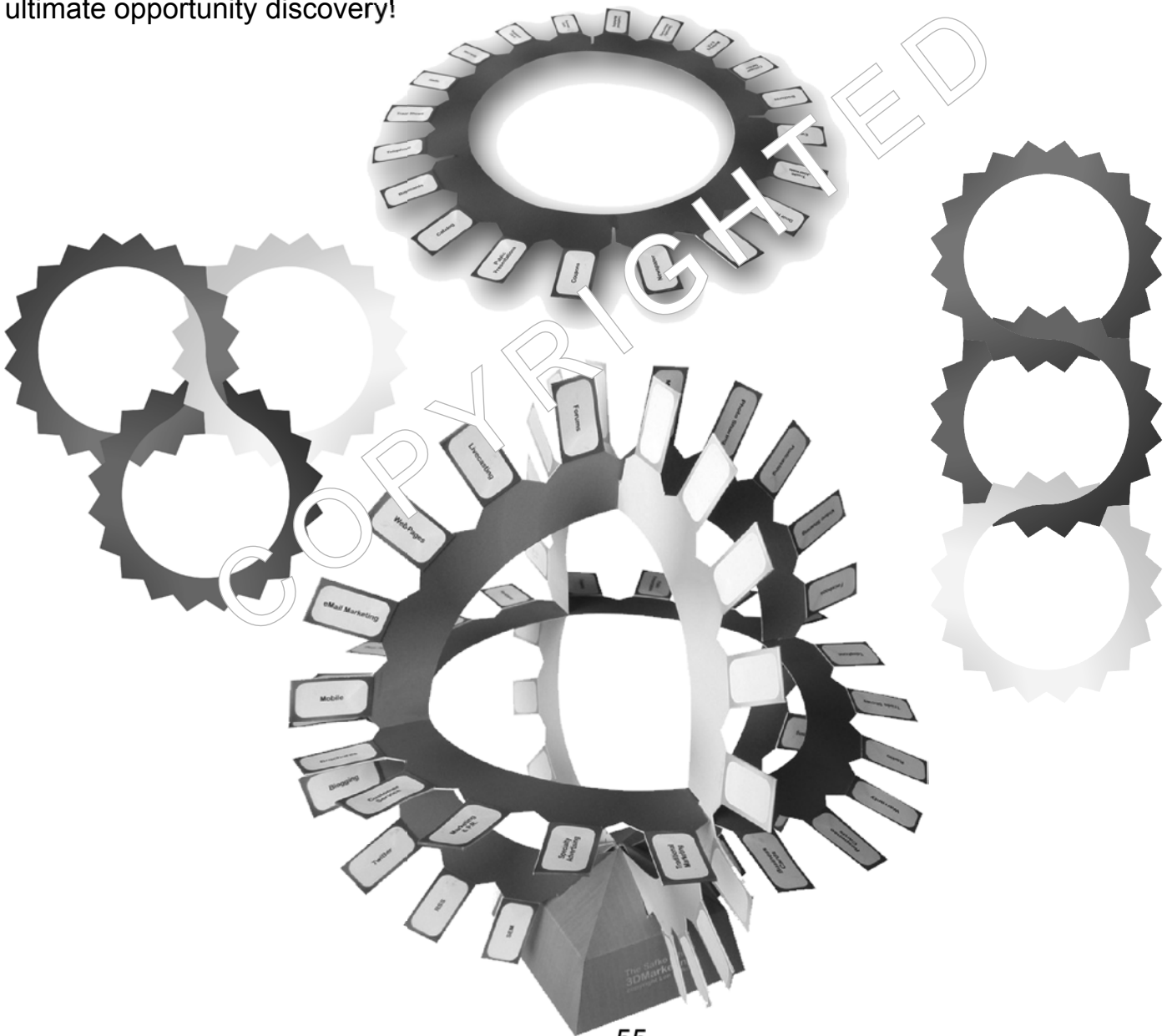
"I know half my advertising isn't working. I just don't know which half"

- Lord Leverhulme, the founder of Level Brothers... Unilever

Three-Dimensional Marketing

HOMEWORK

- On your own or with your team, repeat the process we discussed in pages 7 through 53 to develop a set of marketing tools that are customized to your company and desires.
- Using the Safko Wheel, create your own customized Tradigital Safko Marketing Wheel.
- Choose one, two, or more tools that are important to you and drill down into each using Fractal Fusion Marketing and create Fractal Fusion Safko Wheels.
- Choose the 3 most important Safko Wheels to your company's future marketing, and connect the Wheels together in either two-dimensional or three-dimensional arrangements for the ultimate opportunity discovery!



Suggested Resources

Safko, Lon. *The Fusion Marketing Bible*. McGraw Hill. 2012.

Safko, Lon. *The Social Media Bible*. John Wiley & Sons. 2012.

Erik Qualmann. *Socialnomics*. John Wiley & Sons. 2012

Erik Qualman. *Digital Leader*. McGraw Hill 2012

Charline Lee. *Groundswell*. Harvard Business Press. 2008

Shama Kabani, Chris Brogan. *The Zen of Social Media Marketing*. Ben Bella Boks. 2012

Dave Kerpen. *Likeable Social Media*. McGraw Hill. 2011

Peter Shankman. *Customer Service: New Rules for a Social Media World*. Pearson Education. 2010

Dave Carroll. *United Breaks Guitars*, Hay House. 2012

Julian L. Simon. *How to Start and Operate a Mail-Order Business*. McGraw Hill. 1991

William McEwen. *Married to the Brand*. Gallup Press. 2005

Continue Your Learning!

Today's training is a great way to develop your professional skills, stay abreast of changes in your workplace, and initiate balance in your personal life. Learning doesn't have to stop when the session ends. The perfect newly learned skills, practice the following:

1. Write a commitment statement.

Before the Training session, you may have written a learning goal. Review your objectives, what you have learned and how it will improve your work. Recommit to those goals.

2. Stay in touch.

Periodically review the training agenda, revisit your notes or talk with a trainer or attendee. Discuss how you've applied the knowledge and what outcomes you have gleaned.

3. Keep your managers in the loop.

After this training session, meet with your manager to discuss ways to reinforce what you have learned. Talk to your manager about how you want to apply the information and how it can improve your work. Get your manager's support in helping you find ways to put your new found skills to work.

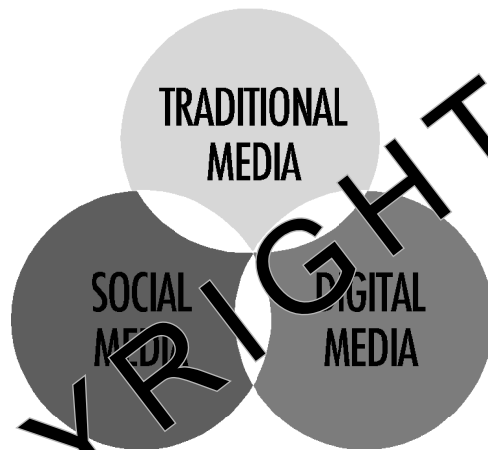
4. Establish a support system.

There are other people in your workplace, as well as at home, who have had the same training or who experienced the same needs. Get an associate to plan with you or ask a "graduate" to serve as your mentor.

Visit us on the web at www.LonSafko.com

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