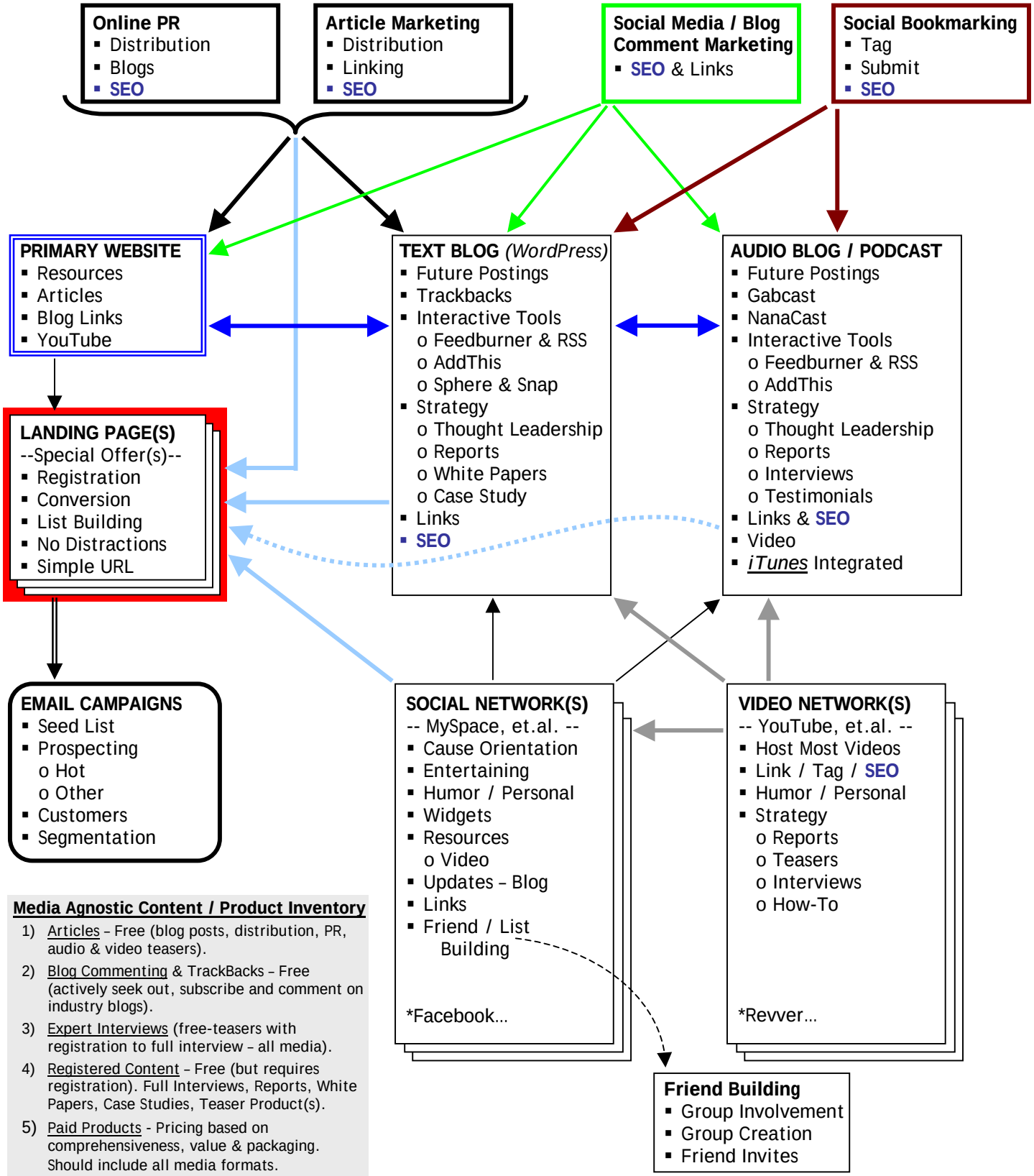
Integrated Social Media Marketing Schematic



Media Agnostic Content / Product Inventory

1) Articles – Free (blog posts, distribution, PR, audio & video teasers).
2) Blog Commenting & TrackBacks – Free (actively seek out, subscribe and comment on industry blogs).
3) Expert Interviews (free-teasers with registration to full interview – all media).
4) Registered Content – Free (but requires registration). Full Interviews, Reports, White Papers, Case Studies, Teaser Product(s).
5) Paid Products - Pricing based on comprehensiveness, value & packaging. Should include all media formats.

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