

Corte Swearingen

The INTEGRAL Marketing SYSTEM™



A **Step-by-Step** Method for
Achieving **Extraordinary**
Business Growth

The Foundational Practices

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Preface to the Second Edition

This new second edition of *The Integral Marketing System™* has been extensively rewritten to reflect all the current changes in e-commerce and search engine marketing.

In addition, I've redefined the *Four Marketing Quadrants* to better focus on the most important foundational elements of small business marketing. These new areas are:

The Database Toolset: This marketing quadrant focuses on setting up your database and learning to code it properly. In addition, I'll cover more advanced techniques such as *Latency* and *RF Analysis*.

The Customer Toolset: This quadrant focuses on better identifying and understanding your customers and target markets. I'll show you an easy method for segmenting your customers as well as methods for building referrals.

The Communications Toolset: In this quadrant, we'll discuss the best ways for a small business owner to get free PR as well as how you can work to build your expert status. In addition, we'll cover the basics of direct mail and advertising.

The Web Optimization Toolset: In this quadrant, I'll show you easy and free ways to see exactly what customers do on your web site. We'll also discuss how you can test your way to higher conversion rates as well as methods for building website authority.

Finally, I've changed the order of the marketing modules to better reflect the questions and issues that have arisen in my discussion with small business owners.

I think you'll find this book a resource to come back to again and again. Enjoy!

Corte Swearingen



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