

THE COMPLETE DEMAND GEN HUB - WHAT TO LEVERAGE

1. WEB AND ORGANIC

Google
Bing
Local Listing and Search
Yahoo

1.



2.

SOCIAL

LinkedIn
Twitter
Quora
Pinterest
Instagram
Facebook



3. OFFSITE AND PRESS

Guest Posts
Press Releases
Infographics
Blog Comments
Customer Reviews
Videos

3.



4. PR AND REFERRAL

Business Profiles
Sponsorships
Review Sites
Ranking Sites
Directories
News Sites
Forums
Social Bookmarking



5.

PAID

Google Display Network
Adblade
MediaNet
AdRoll

