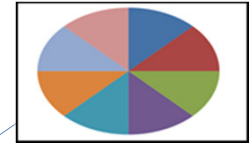


KEY ACTIVITIES

1. Responsibility
2. Activity/Results Tracking
3. Regular Reviews

1. Responsibility
2. Dedicated Platform
3. Article Strategy
4. Link Strategy
5. SEO Ready
6. Regular Traffic Review

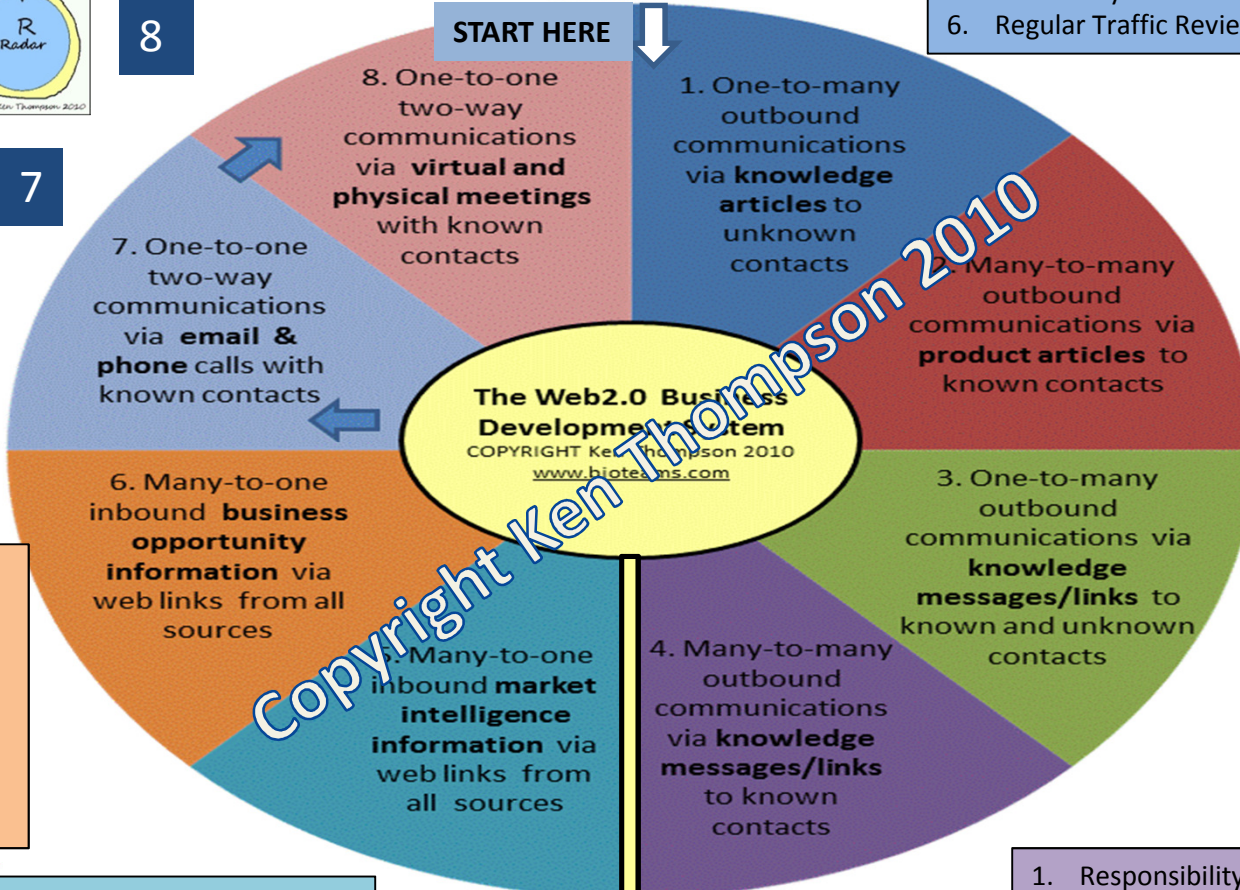


8

START HERE

1

2



1. Responsibility
2. Dedicated CRM system
3. CRM Used by whole team

7

1. Responsibility
2. Dedicated Email Marketing System
3. Professional Newsletter
4. Specific Campaigns Planned & results reviewed

6

1. Responsibility
2. Search Keywords defined
3. Profiles established on key tender sites
4. Automated web robots live
5. Result Monitoring

3

1. Responsibility
2. Social Network Strategy
3. Accounts professionally setup
4. Accounts actively used & monitored

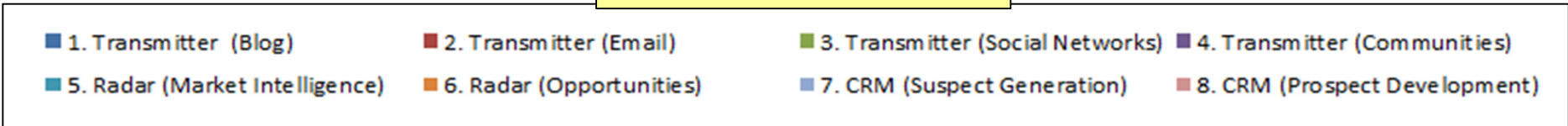
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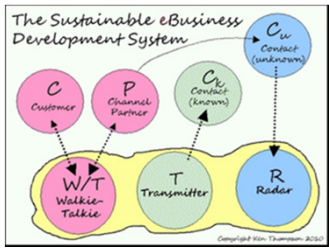
1. Responsibility
2. Search Keywords defined
3. Automated web robots live
4. Regular Result Monitoring

4

1. Overall Responsibility
2. Audience Types / Outcomes clear
3. Team understand all main tools & monitor New Tools/Trends

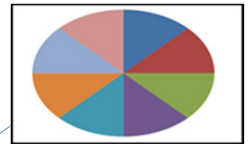
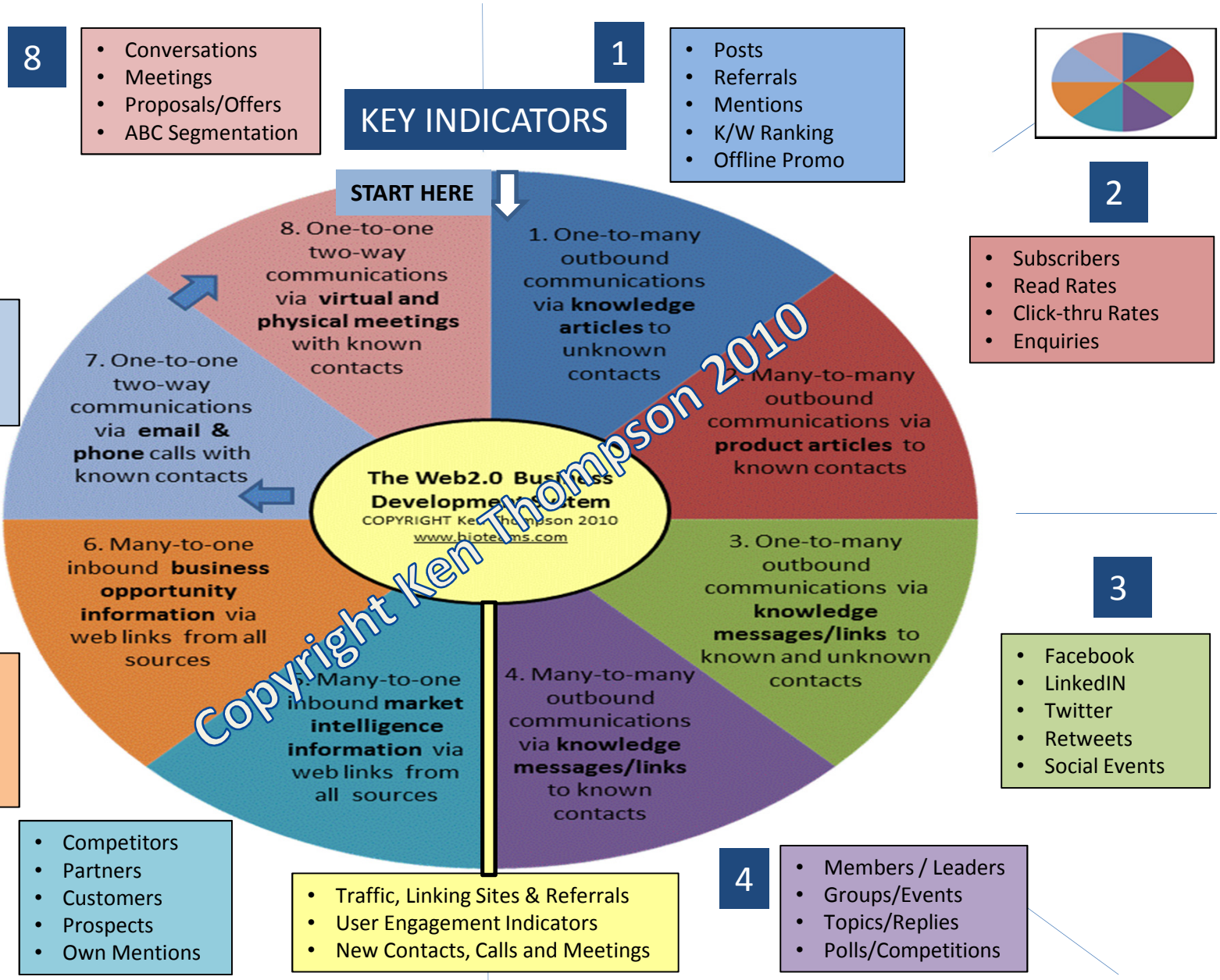
1. Responsibility
2. Communities well-defined purpose
3. User Engagement planning & tracking





KEY INDICATORS

START HERE



- 1. Transmitter (Blog)
- 2. Transmitter (Email)
- 3. Transmitter (Social Networks)
- 4. Transmitter (Communities)
- 5. Radar (Market Intelligence)
- 6. Radar (Opportunities)
- 7. CRM (Suspect Generation)
- 8. CRM (Prospect Development)