

Optimization 2.0 Process
Case Study: Last Wave Originals
www.lastwave.com

	Process Flow	Tools and Tactics	Output
Marketing Decisions	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> LWO Positioning <ul style="list-style-type: none"> ▪ Surfwear with Soul ▪ Guys 45 – 65 ▪ Lifestyle: good old days </div> <div style="border: 1px solid black; padding: 5px;"> LWO Goals <ul style="list-style-type: none"> ▪ Double sales online ▪ Triple house list ▪ Establish influence of brand </div> <div style="text-align: center; margin-top: 10px;"> </div>		
Discovery	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> Discovery: Search Research and refine keywords used to find LWO offer online </div> <div style="border: 1px solid black; padding: 5px;"> Discovery: the Conversation Identify the most influential sites & members of the community. </div> <div style="text-align: center; margin-top: 10px;"> </div>	<ul style="list-style-type: none"> ▪ Begin with Google Keyword Tool or comparable ▪ Refine list with Google Insights for trend, region, volume ▪ Identify related concepts (semantic search) ▪ Technorati, Google Blogsearch top blogs ▪ Find groups with target market participation ▪ Real time search #surf, #surfing 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> Output: refined keyword list – use everywhere </div> <div style="border: 1px solid black; padding: 5px;"> Output: top influencers – participate where they do </div>
Execution	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> Select Tactics Choose Search and Social Media tactics that fit with LWO offer </div> <div style="text-align: center; margin-top: 10px;"> </div> <div style="border: 1px solid black; padding: 5px;"> Implementation <ul style="list-style-type: none"> ▪ Traditional SEO optimization ▪ Social publication schedule </div>	<ul style="list-style-type: none"> ▪ SEO incl inbound links ▪ Email blast ▪ Wordpress Blog build community ▪ Facebook—ads? ▪ YouTube ▪ Promote to Digg, Delicious etc ▪ Twitter ▪ Identify content creators ▪ Assign responsibility ▪ Set up accountability ▪ Track and report 	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> Output: Acc'ts setup and customized </div> <div style="border: 1px solid black; padding: 5px;"> Output: Optimized content </div>