

#1
Amplify Messaging
to Reposition
Product or Brand

Consider Using
Simple Microsite

#2
KOL Generates
Articles & Content

#3
Social Media Pushes
Content Towards
Target Audience

Use Pay Per Click
Ads

#4
KOL Conducts
CE Webinars to
Generate Leads

Record Names in
CRM

#5
Post-Webinar
Registrant
Follow-up

Send Email, Place
Phone Calls & Deliver
Direct Mail

#6
Align Product
Promotions w/
CE Webinar

Closed Loop Digital Marketing™ (CLDM) Model