

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

	Process Flow	Tools and Tactics	Output
<b>Marketing Decisions</b>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> LWO Positioning <ul style="list-style-type: none"> <li>▪ Surfwear with Soul</li> <li>▪ Guys 45 – 65</li> <li>▪ Lifestyle: good old days</li> </ul> </div> <div style="border: 1px solid black; padding: 5px;"> LWO Goals <ul style="list-style-type: none"> <li>▪ Double sales online</li> <li>▪ Triple house list</li> <li>▪ Establish influence of brand</li> </ul> </div> <p align="center">↓</p>		
<b>Discovery</b>	<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 &amp; members of the community. </div> <p align="center">↓</p>	<ul style="list-style-type: none"> <li>▪ Begin with Google Keyword Tool or comparable</li> <li>▪ Refine list with Google Insights for trend, region, volume</li> <li>▪ Identify related concepts (semantic search)</li>   <li>▪ Technorati, Google Blogsearch top blogs</li> <li>▪ Find groups with target market participation</li> <li>▪ Real time search #surf, #surfing</li> </ul>	<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>
<b>Execution</b>	<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> <p align="center">↓</p> <div style="border: 1px solid black; padding: 5px;"> Implementation <ul style="list-style-type: none"> <li>▪ Traditional SEO optimization</li> <li>▪ Social publication schedule</li> </ul> </div>	<ul style="list-style-type: none"> <li>▪ SEO incl inbound links</li> <li>▪ Email blast</li> <li>▪ Wordpress Blog build community</li> <li>▪ Facebook—ads?</li> <li>▪ YouTube</li> <li>▪ Promote to Digg, Delicious etc</li> <li>▪ Twitter</li>   <li>▪ Identify content creators</li> <li>▪ Assign responsibility</li> <li>▪ Set up accountability</li> <li>▪ Track and report</li> </ul>	<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>