

THE  
SOCIAL  
SELLING

“THUNK”  
#3

SO, THATS THE  
DIFFERENCE BETWEEN  
"INTERRUPTION" & "INFLUENCE"  
IN SOCIAL MEDIA MARKETING



Crux

DLA ignite

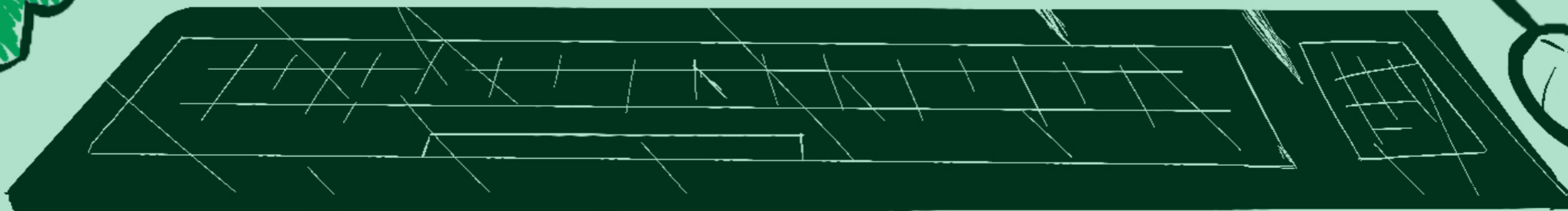
BUT WHERE DO  
OUR PAID ADVERTS  
& EMAIL CAMPAIGNS  
FIT IN...?



VP of Sales



Eric Doyle

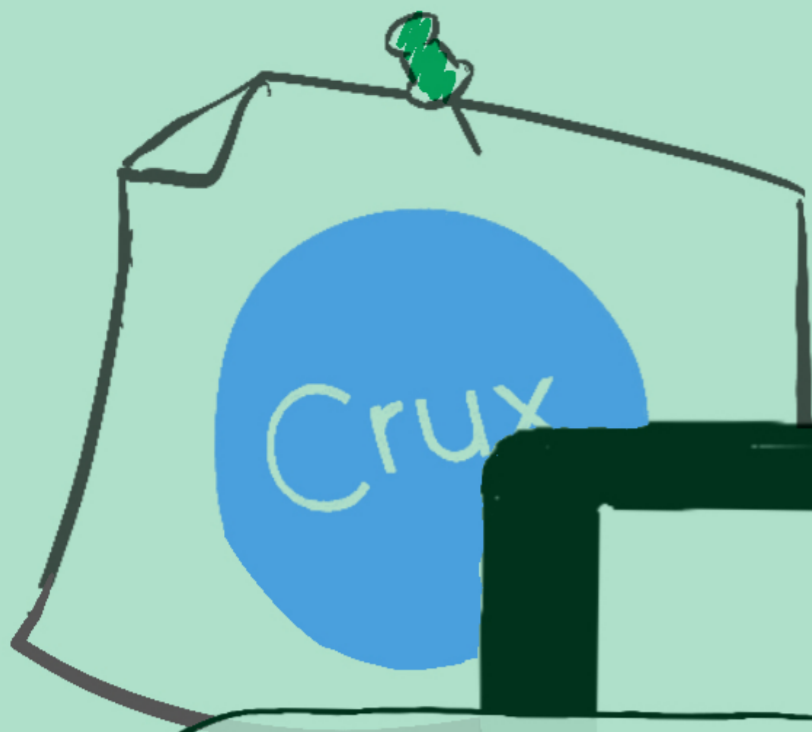


THEY  
DON'T

?

?





... BUT THATS  
WHAT WE'VE  
ALWAYS DONE...



VP of Sales

Eric Doyle

11/13

9/1/03



THUNK!

