



**Inbound Marketing**, **Internet marketing**, **Social Media Marketing**, **SEO**, **Web Sites**, **Facebook**  
,  
**Twitter**  
,  
**Blogs**  
,  
**Conversions**  
,  
**PPC**  
,  
**ROI**  
. . . and the latest buzzword in advertizing is **Integrated Marketing Communications.**

As defined by Wikipedia **IMC** is, "the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost."

Top among those "tools, avenues, functions and sources" is the round the clock access to goods and services via the internet. Need proof, do a search on Google for almost any product or service. The results page will yield broad range of content, including news, shopping feeds, paid advertising and social media results.

Roughly 70% of all buying decisions begin on the internet. Internet users search over 10 billion times per month! Over 500 million people connect to one another in the social networks. 51% of Facebook fans and 67% of Twitter followers indicate that they are more likely to buy a product after connecting with that product online.

**When a user goes on line looking for your product, *where are you?***

When people think about buying a product they go to blogs, search engines, or follow their friends advice on social networking sites. Inbound marketing is the process of leveraging all of these areas in order to make sure that your company is being found in all the places that people are looking to make purchasing decisions today.

Click the [Contact Us](#) link above to get started right away.

SERP Solutions is an Atlanta GA based Search Engine Marketing company.

organic search engine optimization