Internet Marketing Action Plan Presentation.  The final project for this course is the IMAP Presentation, which is due the final day of class. This presentation is meant to serve as a professional, narrated sales pitch that will draw information from the following strategies you have created thus far in AVD: Relationship Development Conversion Optimization Traffic and Promotion The completed IMAP Presentation will take a holistic view of these areas and provide a blueprint for engaging online markets. Now that you have feedback for your written IMAPs 1-3, you are now going to create a 5-7 minute narrated presentation to be uploaded to YouTube or Vimeo. Some tools you can use for this presentation include: iMovie, Keynote, and Garage Band. Usually, a presentation such as this has as its intended audience one or more of the following people: Executive Leadership Group Investors and Board of Directors Site Developers and Designers Content Specialists Affiliate and Partnership Managers Testing and Web Analytics Specialists The IMAP Presentation is meant to be a persuasive blueprint that outlines the following: Assumptions concerning prospects, visitors and customers Measurement tools based on business objectives, industry benchmarks and existing resources Testing plan for outlined assumptions, tactics and positioning strategies A path towards continuous optimization of messaging, market targeting and customer retention The Strategic Planning Worksheet will be used to make assumptions concerning traffic, conversion and revenue goals (best and worst case scenarios). Please include details regarding the following strategies, in this order: Audience definition, demographic data, geographic data and audience intentions Customer roles and personas targeted Broad campaign strategy, including interpretation of the goals and projections Targeted campaign strategy, including interpretation of goals and projections Intention-based campaign strategy, including interpretation of goals and projections Email newsletter sponsorship strategy, including interpretation of goals and projections Landing page testing and optimization strategy, including specific elements to be tested and metrics used to monitor results APA Component: Also, please provide one final slide at the end of the presentation that includes your APA references for this proposal. Tools like Bibme.org are great for building an APA references list, and owl.english.perdue.edu is another great resource for APA style