* Media Channels
  + Traditional & (Digital?)…
  + Online
    - Website / Web Pages
      * Blogs
        + Guest Posts
        + Product Reviews
      * Landing Pages
      * Forums
      * Product Pages
        + Ecommerce
      * Informational Pages
      * Exclusive Content
      * White Papers
      * Case Studies
    - Social Media
      * Social Networking: Facebook, Twitter, LinkedIn, etc
      * Social Bookmarking: StumbleUpon, etc
      * Social Videos: YouTube, Vine, etc
    - Advertisements
      * Paid
        + Search
        + Social
        + Display: banners
      * Organic
        + Search Engine Optimization
        + ? others?
    - PR
      * Press Releases
    - Email Marketing
  + Offline
    - Networking
    - TV / Radio
    - News / Magazines
    - Posters / Mailers
* People
  + Visitors
  + Leads
  + Qualified / Highly Qualified Leads
  + Customers
  + Ambassadors
  + Demographics
* System Terms
  + Systems:
    - Sales
      * CRM
      * Sales Funnel
    - Marketing Automation
      * Marketing Funnel
    - CMS
      * Plugins
  + Decision Trees
  + Calls-to-Action (CTA)
    - Forms
    - (other types?)…
  + Ad Blockers
  + Analytics
  + Agile Marketing
    - Tests
  + Ad Blockers
    - Email Spam Checkers
    - TiVO, etc
  + Campaigns: an advertisement across mediums, …
    - Medium, CTA, Hook
  + Dynamic
    - Dynamic Content
    - Dynamic CTA’s
* Sales Actions
  + Prospecting
    - Cold Calling / Warm Calling
  + Qualifying
  + Closing