

## Internet Marketing Formula and Success Factors

**The number of  
people who see  
and hear your  
marketing**

website, brochure,  
or meet you

**X**

**Percentage of  
those who  
respond  
(Conversion Rate)**

which is determined  
by the quality of your  
marketing message

**=**

**Number of  
leads, contacts,  
people who call  
you or  
do what you  
want them to**