The Complete Digital Marketing Map 2026

tpm

ATTRACT

Website
- Direct Search
- Referrals
- Organic Search

AI LLMs
ChatGPT, Claude, Perplexity

Linkedin Ads PPC
Target audiences (job title, industry, and company size) with campaigns
Look-a-like lists

Google (Search PPC, Display)
Keyword driven searches (TOFU,MOFU, BOFU) for conversion.

Social/ PR/ Third-Party Site Placements
Organic, paid, earned, promoted traffic

Content (TOFU)
- Blogs
- Thought Leadership
- Use Cases
- Q&A Schema

Content (MOFU)
- Blogs
- Webinars
- eBooks
- Guides, "How to..."
- Q&A Schema
- etc.

CONVERT

Native Lead Gen Forms
Forms autofill with accurate user information

Keyword-Optimized Landing Pages
- Include a focused CTA campaign
- Gated / Ungated download
- Value content & assets

If No Convert

If Converts

HubSpot

Marketing Qualified Leads (MQL)

Sales Qualified Leads (SQL)

CLOSE

Content (BOFU)
- Solution Guides
- Case Studies
- ROI Calculators
- Q&A Schema

"No"

Alert Sales for Followup

Sales Enablement
Align marketing efforts to sales process and sales enablement material to support buyer's journey

Remarketing Ads (Google and Linkedin)
Promote brand awareness and generate demand through on-going ads

Email Nurturing
Continue to provide value, brand awareness, and demand based on needs

Effective

"Yes"

DELIGHT

Customer Onboarding and Support
- Continue offering value with a smooth hand-off to customer support and retention team.
- Automate contact for customer newsletters, anniversaries, renewals, special events, education, and more.
- Build case studies and solicit testimonials to be re-injected into the nurturing flow.