

Marketing Media

The Basics:

- ❖ Branding (name, logo, colours, identity: packaging, letterhead & envelopes)
- ❖ Brochures
- ❖ Business Card
- ❖ Flyers
- ❖ Sales letters
- ❖ Networking
- ❖ Referrals
- ❖ Newsletters
- ❖ Free Samples
- ❖ Cold Calling
- ❖ Sandwich board
- ❖ Magnetic signage on cars
- ❖ Hold Events
- ❖ In-store Signage
- ❖ Store Dressing
- ❖ Staff Dress-up
- ❖ Word of Mouth
- ❖ Phone Listing
- ❖ Join Associations
- ❖ Clothing

Direct Mail:

- ❖ Sales Letter (series)
- ❖ CDs
- ❖ Postcards

Traditional Media:

- ❖ Press Releases
- ❖ Newspaper Ad
- ❖ Magazines
- ❖ Radio Interviews
- ❖ Publicity

Not-so-basic:

- ❖ Write a Book
- ❖ Blimp/sky writing/plane banners
- ❖ Billboards
- ❖ Subway / Transit Ads
- ❖ Landscape Ads

E-marketing:

- ❖ Website
- ❖ Online Advertising Campaign
- ❖ Newsletters
- ❖ Affiliate/Referral Programs
- ❖ Web banners
- ❖ Directories
- ❖ Writing Articles
- ❖ Network / post to discussions where your target market hang out

Cross Promotion:

- ❖ Prize Packages
- ❖ Sponsorships
- ❖ Coupon books
- ❖ Write for other company's newsletters/publications

Appearances:

- ❖ Tradeshows & Exhibitions
- ❖ Meetings, Conventions
- ❖ Speaking Engagements
- ❖ Festivals
- ❖ Conferences
- ❖ Create Training Programs around your area of expertise

Content/Focus

- ❖ Use specific time-constrained offers
- ❖ Discounts/Coupons
- ❖ Giveaways
- ❖ Contests
- ❖ Gift with purchase
- ❖ Client Appreciation
- ❖ Open House
- ❖ Seasonal Extended Hours
- ❖ Anniversary
- ❖ Business Events
- ❖ Corporate Gift
- ❖ Donations
- ❖ Trinkets
- ❖ Awards – sponsoring, creating
- ❖ Charity