



# MARKETING TOOLS

Promotional Channels		
1	Affiliates	
2	Articles	
3	Award - Create	
4	Award - Sponsor	
5	Awards - Enter and PR	
6	Banners	
7	Billboards	
8	Blimps	
9	Brand Ambassadors	
10	Bus Stops	
11	Cinema Advertising	
12	Charity Events	
13	Classified Adverts	
14	Coupon Cards	
15	Directories	
16	Distributors	
17	Door-to-Door Sales	
18	Event Hosting	
19	Event Sponsorship	
20	Event Attendance	
21	Event Exhibition	
22	Event Speaker	
23	Exhibition Hosting	
24	Exhibition Sponsorship	
25	Exhibition Attendance	
26	Exhibition Speaker	
27	Flyer / Leaflet Door Drop	

28	Flyer / Leaflet Local Business	
29	Fundraising	
30	Inserts	
31	Key Opinion Formers / Influencers	
32	Kiosks	
33	Magazine Advert	
34	Magazine PR	
35	Magazine Advertorial	
36	National Representative Body Promotion	
37	Network Attending	
38	Network Membership	
39	Network Organiser	
40	Network Speaker	
41	Newsletter to Customers	
42	Newsletter feature	
43	Newspaper PR	
44	Newspater Advert	
45	Newspaper Advertorials	
46	Open Days	
47	Packaging	
48	Paid Placement Media	
49	Paid Placement Local Business	
50	Paid Placements Key Opinion Former	
51	Partnerships	
52	Podcast Host	
53	Podcast Guest	
54	Podcast Sponsor	
55	Podcast Advertiser	
56	Pop Up Shops	
57	Postcards	
58	Poster	
59	PR Stunt	
60	PR Event	
61	PR Story Release	

62	Public speaking	
63	Pub Advertising (Beer mats / Toilets)	
64	Radio Advert	
65	Radio PR	
66	Radio Sponsorship	
67	Radio Outside Broadcast	
68	Radio Competitions	
69	Referral Agents	
70	Sales Letters	
71	Sandwich Boards	
72	Shopping Centre Advertising	
73	Sign Posting	
74	Signage Interior	
75	Signage Exterior	
76	Sponsorship	
77	Talks or Seminars	
78	Telephone Sales	
79	Taxi Adverts	
80	Tenders	
81	TV Adverts	
82	TV PR	
83	TV Product Placement	
84	Trade Mags PR	
85	Trade Mags Advert	
86	Trade Mags Advertorial	
87	Trade Mags Competition	
88	Tradeshaw	
89	Window Displays	

## Digital Marketing

1	YouTube	
2	Guest Blogging	
3	Chatbots	
4	Content Marketing	
5	Email	
6	Email List Building	
7	Facebook Post	
8	Facebook Engagement	
9	Facebook Lives	
10	Facebook Advertising	
11	Forums	
12	Google Adwords	
13	Google Business	
14	Guest Blogging	
15	Inbound and Outbound Calls	
16	Influencers	
17	Instagram Posting	
18	Instagram Engaging	
19	Instagram Stories	
20	Instagram Advertising	
21	Leadpages	
22	LinkedIn Posting	
23	LinkedIn Targeting	
24	LinkedIn Advertising	
25	Mobile App	
26	NFC (Near Field Communications)	
27	Online Ads	
28	Pay per Click	
29	PPC	
30	QR Codes	
31	Remarketing	
32	SEO	
34	Twitter Posting	

35	Twitter Engaging	
36	Twitter Advertising	
37	Video	
38	Video Chat	
39	Webinar Campaign	
40	3 <sup>rd</sup> Party Websites Advertising	
41	3 <sup>rd</sup> Party Websites Promotion	
42	YouTube Videos	

### Marketing Material

1	Business Cards	
2	Brochure	
3	Clothing	
4	Email Signatures	
5	Testimonials	
6	Thank You Notes	
7	Venue	
8	Window Display	
9	Branded Cars	

### Marketing Hardware

1	Brochure Website	
2	E-Commerce Website	
3	Membership Sites	
4	Online Learning Site	

### Digital Marketing

1	Advertorials	
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2	Barkers	
3	Carrier Bags	
4	Competitions	
5	Giveaways	
6	Guerilla Marketing	
7	Images and Infographics	
8	Invoices	
9	Survey Funnels	
10	Loyalty Cards	
11	Microsites	
12	Point of Sale	
13	Promotions	
14	Receipts	
15	Referral Scheme	
16	Relationship Marketing	
17	Research Paper	
18	Reviews	
19	Smells	
20	Stickers	
21	Fridge Magnets	
22	Ebooks	
23	Book	
24	Longer / Different Hours	
25	Samples	
26	Before/After pics	
27	Appointment Reminders	
28	Instore Merchandising	
29	Sales script	
30	Market research	
31	Wine and DINE	
32	Incentives	
33	Lighting	
34	Stay in touch methods	
35	Site Visits	

