

2014 Marketing Media Checklist

How many can you use?

- Advertorials
- Banner Ads
- Billboard
- Blogging for SEO
- Booth at community event
- Brochures
- Classified ads
- CopyDoodles®
- Coupons
- Craigslist advertising
- Cross-sell current clients
- Customer appreciation event
- Customer testimonials – print
- Customer testimonials - video
- Direct mail – sales letters
- Direct mail – postcards
- Direct mail – “lumpy”
- Email marketing
- Email signatures
- Every Door Direct Mail™
- Events/seminars – free
- Events/seminars - paid
- Facebook advertising
- Google Hangouts
- Host a contest
- Joint ventures
- LinkedIn
- Magazine ads
- Networking
- Newsletters – free customer
- Newsletter – paid subscription
- Newspaper ads
- Newspaper inserts
- Online directories
- Online squeeze page
- Online yellow page ad
- Pay-per-click Google ads
- Personalized URLs (PURLs)
- Press releases
- Promotional items (shirts, mugs)
- Radio ads
- Referral contests
- Social media
- Speaking at other’s events
- Special reports
- Sponsor a niche event or booth
- Sponsor a local non-profit
- Surveys
- Teleseminars
- Tiered price packages
- Valpak coupons
- Web site
- Web TV show
- Webinars
- Write a lead generation book
- Writing articles for others
- Yellow page ad
- YouTube videos