

2012 Marketing Media Checklist

How many can you use?

- | | |
|---|---|
| <input type="checkbox"/> Advertorials | <input type="checkbox"/> Newspaper inserts |
| <input type="checkbox"/> Banner Ads | <input type="checkbox"/> Online directories |
| <input type="checkbox"/> Billboard | <input type="checkbox"/> Online squeeze page |
| <input type="checkbox"/> Blogs | <input type="checkbox"/> Online yellow page ad |
| <input type="checkbox"/> Booth at community event | <input type="checkbox"/> Pay-per-click Google ads |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Personalized URLs (PURLs) |
| <input type="checkbox"/> Chamber of commerce | <input type="checkbox"/> Postcards |
| <input type="checkbox"/> Classified ads | <input type="checkbox"/> Press release |
| <input type="checkbox"/> Client appreciation event | <input type="checkbox"/> Promotional items (shirts, mugs) |
| <input type="checkbox"/> Client newsletter | <input type="checkbox"/> Public speaking |
| <input type="checkbox"/> Client testimonials | <input type="checkbox"/> Radio ads |
| <input type="checkbox"/> Coupons | <input type="checkbox"/> Referral contests |
| <input type="checkbox"/> Craigslist | <input type="checkbox"/> Sales letters |
| <input type="checkbox"/> Cross-sell current clients | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Educational workshops | <input type="checkbox"/> Special reports |
| <input type="checkbox"/> Email blasts | <input type="checkbox"/> Sponsor a niche event or booth |
| <input type="checkbox"/> Email signatures | <input type="checkbox"/> Teleseminars |
| <input type="checkbox"/> Free consultations | <input type="checkbox"/> Valpak coupon |
| <input type="checkbox"/> Google ads | <input type="checkbox"/> Web site |
| <input type="checkbox"/> Host a contest | <input type="checkbox"/> Web TV show |
| <input type="checkbox"/> Joint ventures | <input type="checkbox"/> Webinars |
| <input type="checkbox"/> Leadership in community groups | <input type="checkbox"/> Write an educational book |
| <input type="checkbox"/> Magazine ads | <input type="checkbox"/> Writing articles |
| <input type="checkbox"/> Magnetic car sign | <input type="checkbox"/> Yellow page ad |
| <input type="checkbox"/> Meetup.com | <input type="checkbox"/> You Tube video |
| <input type="checkbox"/> Networking | <input type="checkbox"/> YouTube overlay & promote |
| <input type="checkbox"/> Newspaper ads | |