

MARKETING IDEAS

Think critically about this list, and assess which marketing tactics make the most sense for your organization. What are you already doing? What could you be doing? What do you have time for?

PAID

- Advertising
 - Magazines Ads
 - Display Ads
 - Newspapers Ads
 - Radio Commercials
 - Television Commercials
 - Websites Ads, Paid Posts
 - Paid Social Media Posts
 - Google AdWords
 - Pay-Per-Click
- Sponsorships
 - Event Sponsorships
 - Program Sponsorships
- Spokespeople/Brand Ambassadors
 - Paying a spokesperson to promote via social, personal websites, in ads

EARNED

- Media Relations
- Blogger Relations
- Press Releases
- Social Media
 - Shares/Reposts
 - Retweets
 - Reposts
 - Likes
 - Views
- Word of Mouth
- Testimonials/Endorsements
- Positive Comments/Reviews Online
- Positive News Reports
- Engagement

SHARED

- Social Media
 - Facebook
 - Twitter
 - LinkedIn
 - YouTube
 - Instagram
 - o Pinterest
- Testimonials
- Partnerships
- Customer-Curated Content
- Events
- Contests/Promotions

OWNED

- Website
- Blog
- Collateral/Printed Information
 - Brochures
 - Fact Sheets
 - Case Studies
- Email/Newsletters
- Direct Mail
- Webinars/Podcasts
- Video
- Infographics
- Photography