

MARKETING CHANNELS BY CATEGORY

There are three broad categories used to categorize marketing activities: Short Term, Long Term, and Passive. Every business should have at least one Short Term and one Long Term marketing initiative in play at all times.

Short Term

- Direct Mail
 - Letters
 - Fliers
 - Postcards
 - Catalogs
- Referral System (Know, Like, Trust)
- Speaking
 - Workshops/Seminars/Webinars
 - Business Groups
 - Civic/Philanthropy Groups
 - Other
- Telemarketing/Cold Calling
- Trade Shows
- On-Hold Message
- Contests/Sweepstakes
- Special Events for Top Customers

Long Term

- Networking
 - Strategic Alliances
 - Chambers
 - Trade Associations
 - Tip Clubs (e.g. BNI)
 - Social Media
 - LinkedIn
 - Facebook
 - Twitter
 - Instagram
 - Snapchat
 - Other
- Blog
- Podcast
- Vlogs/Online Videos/YouTube Channel
- Write Articles
- Free Trials
- Club/Association Membership
- Birthday/Holiday Cards To Customers

Passive

- Print/Digital/Online Advertising
 - Yellow/White Pages
 - Billboards
 - Newspaper (Local, Daily)
 - Websites/Social Media Sites/Apps
 - Magazines
 - Trade Journals
 - Industry Newsletter
 - Yard Signs
 - Strategic Alliance Newsletter
 - Local School or University Newspaper
 - Other Newspapers/Newsletters
 - Fliers/ Brochures
 - Church Bulletins
 - Press Releases & Other Public Relations
 - Thumbtack & Other Matching Sites
 - Posters/Taxi Backs
- Radio Advertising
- Television Advertising
- Infomercials
- Web Site
 - Search Engine Optimization (“SEO”)
 - Pay-Per-Click Advertising (“PPC”)
- Company Newsletter (Mail/Email)
- Promotional Items
 - Clothing
 - Pens
 - Mugs
 - Stickers
 - Magnets
 - Other
- Sponsorships
- Surveys
- Signage
 - Building
 - Vehicle
 - Windows/Displays
 - In-Store/Point-of-Sale