

Your Marketing Plan

MARKETING TOOLS

LITERATURE

- Brochures
- Flyers
- Leaflets
- Circulars

PRINT ADVERTISING

- Newspapers
- Buyers' guides
- Magazines
- Specialty publications

YELLOW PAGES ADVERTISING

DIRECT MAIL

- Flyers
- Catalogs
- Brochures
- Coupons
- Sales letters

BROADCAST ADVERTISING

- Television
- Radio

OUTDOOR ADVERTISING

- Billboards
- Signs
- Banners

ADVERTISING SPECIALTIES

- Items imprinted with company name, given as free gifts to customers, such as pens, hats, etc.

TRADE SHOWS AND EVENTS

PUBLIC RELATIONS AND PUBLICITY

- Free newspaper, radio, or TV coverage. (Must be "news.")

FREE SAMPLES

- For current customers
- For prospects

NETWORKING

- Association memberships, conferences, public speaking.

Vehicle _____

Audience _____

Message _____

Frequency _____ Cost/Month \$ _____

Vehicle _____

Audience _____

Message _____

Frequency _____ Cost/Month \$ _____

Vehicle _____

Audience _____

Message _____

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Vehicle _____

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Message _____

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