

METHODS LIST

Offline / Online Tactics

OFFLINE

- TV / Commercials
- Radio
- Print
- Billboards (out of home)
- Signage
- Public Speaking / Keynotes
- Networking
- Direct Mail
- PR
- Events
- Tradeshows
- Workshops
- Promotional Items / Gifts
- Product Demos
- Community Service
- Content Marketing
 - Print
 - Books
 - PDF's
- Advertising
- Video
- Sponsorships
- Sales Calls
- Face-to-Face Meetings

ONLINE

- Website
- Landing Pages
- SEO
- Analytics / Data Mining
- Email Campaigns
- Social Media
 - Direct Messaging
- Blogs
- Vlogs
- Gaming
- Direct Email
- Sales Funnels
- Podcasts
- Webcasts
- Apps
- Content Marketing
 - Print
 - Books
 - PDF's
- Video
- Sponsorships
- Text
- Face-to-Face Meetings (virtual)
