MEDIA AND METHODS GRID

Select the Media and Methods Most Valuable for Marketing Your Product or Service

☐ Identification	 □ Product or Business Name □ Logo □ Trademark™ □ Image / Positioning □ Slogan □ Patent/pending □ Letterhead 	 ☐ Mascot / Spokesperson ☐ Packaging & Labeling ☐ Uniforms & Costumes ☐ Name Badges ☐ How Phone is Answered
☐ Location	 ☐ Strategic Neighbors ☐ Frontage/Windows/Building ☐ Street Access ☐ Parking ☐ Layout (Aisle Widths/Flow) ☐ Inviting Entrance ☐ Signage / Marquee 	 ☐ Hours / Days Open ☐ Balloons / Banners ☐ Stroller / Wheelchair Access ☐ Smell / Temperature ☐ Self Help / Service ☐ Cigar-store Indian Outside ☐ Sandwich Board Outside
□ In-Store	 □ Posters □ Impulse Displays □ End caps □ Demonstrations □ Shelf Talkers/Hanging Ads 	☐ Companion Accommodation☐ Visible Pricing☐ Easy Checkout
☐ Printed Items	☐ Business Cards☐ Flyers / Brochures☐ Price Lists ☐ Newsletter	☐ Catalogs / Menus ☐ Posters ☐ Tent Cards ☐ Magnets
☐ Direct Marketing	☐ Telemarketing(In-House, Outsourced)☐ List Acquisition/List Building☐ Door Hangers	☐ Post Cards☐ Letters☐ Packages☐ Flyers
□ Broadcast	☐ TV (Network, Cable) ☐ Radio ☐ Movie Screen	☐ Infomercials /QVC/HSN☐ School TV / Radio Stations
□ Internet	 □ Website □ Email Marketing □ Landing Pages □ Blogs □ Online Banner Ads □ Paid Search (PPC / PPA) □ Social Media 	 □ Search Engine Optimization □ Mobile Marketing □ Email Newsletter □ Viral Media (Video, Games) □ Webinars □ eBooks □ List Building □ Partnering □ Podcast □ Affiliate Marketing
□ Outdoor	☐ Window Signs☐ Billboards☐ Your and Other Vehicles	☐ Transit Signs (bus, subway, tour buses, airport, in-station)☐ Distinctive Buildings
☐ Print	□ Newspapers□ Periodicals / Magazines	☐ Inserts ☐ In-School Media ☐ Coupon Books
☐ Directories	 ☐ Yellow Pages ☐ Industry Directories ☐ Specialized Directories (Thomas Register of Manuf., 1800-Dentist, ServiceMagic) 	 ☐ Regional Directories ☐ Chamber Directories ☐ Coupon Books/Mailer Packs ☐ Directory Websites

□ Exhibits	☐ Trade Shows☐ Showrooms☐ Fairs	☐ Trade / Buying Marts☐ Live Demos
☐ Distribution Channels (besides Internet)	 □ Personal Networking □ Salespeople □ Distributors & Independent Reps / Affiliates □ Retailers (Independents, Chains, Franchises) □ Wholesalers / Jobbers □ Catalog Houses 	 □ Large Organization's Members (Religious, Fortune 500 Firm, AARP, Scouts, Trade Assoc) □ Large Org's Employees □ Multi-Level/Network Orgs. □ Piggyback On Other Products □ International □ Government / GSA
□ PR / Publicity	 □ Press Releases □ Press Contacts □ Events / Stunts □ Sponsorships / Fundraisers □ Media Appearances □ Your Own Media Column 	 □ Talks /Seminars /Workshops □ Viral Video □ Conducting Tours of Your Biz □ Media Columns / Shows □ Newsletters □ White Papers/Free Tips
□ Sales Promo	 □ Attention Getting Product / Hot or Unusual Item /Price □ Spokesperson □ Add Familiarity (somehow) □ Add Convenience □ Stamp / Continuity Program □ Gift Certificates □ Free Gift 	☐ Free Sample ☐ Bonus/buy now and get more ☐ Satisfaction Guarantee ☐ Event / Celebration ☐ Coupon / Discount ☐ Contest / Sweepstakes ☐ Payment Options
ADDITIONAL METHODS for BOOSTING REVENUES		
☐ Presentation	☐ Professional Materials☐ Unique Clothing/Uniforms☐ Name Tags	☐ Hang Tags/Labels/Packaging☐ Better Training of Reps☐ Professional/Distinct Vehicles
□ Database / List Building	 □ Website Sign-Up □ Acquire Lists □ Viral Videos, Events □ Email Newsletter 	 ☐ Market Thru Others' Lists ☐ Tell-A-Friend ☐ Offline Media Invites Visitors (Go To Our Website)
□ Buying Appeals	 □ Why buy It, from Us & Now? □ 4 Reasons to Buy □ 2 in 1 □ Become <i>The</i> Alternative 	 ☐ Feature / Benefit / Proof ☐ Eliminate the Main Obstacle ☐ Call To Action ☐ Tie Breaker
□ Increasing Revenues	 □ Expand/Change How Used □ Expand/Change Who Uses It □ Add Features / Accessories □ Expand Territory □ Satellite □ Incr. Purchase Frequency □ Change Core Product 	 □ Add Distribution Channels □ Partner w/Others (Applebee Restaur. w/Weight Watchers) □ Seize Important Point of View (save rainforests) □ Use an Advertising Agency
□ Additional Sales Methods	 □ Over-the-Counter Selling □ Field Selling □ Missionary Sales (advisors) □ Order Taker vs Solution Sell □ Influence/Opinion Leaders □ OEMs/CoOp/Joint Marketing 	 □ Team Selling □ On-Hold Sales □ B2C vs B2B vs B2G □ Sell to Groups □ Franchise/Chain Expansion □ Organization's Employees □ 24-Hour Buying