

Marketing Tactics

Medium	Tactic	Target	Messaging	Budget
Print	Postcards			
	Brochures			
	Catalogs			
	Personalized Letters			
Newspaper	Display Ads			
	Classified Ads			
	Inserts			
Magazines	Full Page ads			
	Half Page ads			
	Quarter Page ads			
	Advertorials			
Brochures & Flyers	Handouts			
	Inserts			
Business Cards	Point of Sale display			
	Standard 3.5 x 2			
Signage	Specialty size			
	Billboards			
	Posters			
	Window displays			
	Vehicle Wraps			
Television	National ads			
	Local ads			
	Cable ads			
	Promos in TV shows			
	Long form commercials			
	Sponsoring TV Shows			
Radio	Local radio ads			
	National radio ads			
	Sponsorships			
	Live reads			
	Podcasts			
Experiential	Trade Shows			
	Pop Up Shops			
	Sampling/Demos			
	Interactive Installations			
	Guerilla Marketing			
Other				

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Social Media	Facebook-(ads, posts, groups, live			
	Instagram-ads, reels, stories, influencer			
	X -tweets, threads, trends			
	LinkedIn -ads content, groups, page, networking			
	TikTok-shortform, trends, influencers			
	Pinterest-search, product pins, boards			
	YouTube-ads, channels, tutorials, livestream			
	Snapchat-stories, filters, ads			
Search Engine	Google ads			
	Bing ads			
Email	SEO			
	Newsletters			
	Promo emails			
	Automated sequences			
Content Marketing	Personalized campaigns			
	Blog posts			
	Articles			
	eBooks or white paper			
	Infographics			
Website	Webinars			
	Website design			
	Landing pages			
	Conversion rate optimize			
Affiliate	Partnerships			
Mobile	In-app ads			
	SMS campaigns			
	Mobile app optimization			
	QR codes			
PR	Press releases			
	Events (workshops etc)			
	Influencer relationships			
	Community relations			
	Awards & Recognition			
	Media relationships			

