

Publicity

- Newspaper
- Magazine
- TV
- Radio
- Digital

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 - Magazine
 - TV
 - Radio
 - Digital

Large Audience
Long Message
Market Pays Attention
Control of Time-Frame
Control of Message
Low Cost

Website

- Blog Content
- Review Sites
- Forums
- Comments
- Vlog
- Microsite

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Advertising

- Digital Ads
- Banner Ads
- Display Ads
- Direct Mail
- Promotional Items
- Paid Search
- In-Store Display
- Brochures
- Commercials
- Email Marketing

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Social Media

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Personal Selling

- Sales Staff
- Speaking Engagements
- Physical & Virtual Events
- Retail Staff
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