

Check off all styles of marketing that make sense for your business:

Traditional Marketing

Printed advertisements
Newspapers
Community newsletters or bulletins
Printed sales and direct mail tools
Flyers
Postcards
Sponsorships
TV advertising
Radio advertising
30-second spots
60-second spots
Talk show sponsorships
Leave-behind marketing tools
Pens
Magnets
Other: _____

Digital Marketing

Website
Responsive design
Consistent messaging
Business name, address, phone number on each webpage
Logo consistently used
Email capture box
Gated content
Blog content
SEO
Directory listings
Paid amplification and online advertising
Social media (Facebook, Twitter, LinkedIn, etc.)
Google Ads and PPC
Influencer marketing
Retargeting
Email campaigns
Guest posting
Reputation management and reviews
Social media business page posting
Facebook
Twitter
Instagram
Pinterest
LinkedIn
Other: _____
Referral marketing

Integrated Marketing

Streamlined messaging across all channels
Content updated on reliable schedule
Content repurposing in position
Data analyzed regularly
Tracking measures in place