

Marketing Techniques • Customer Journey

Date:

Company:

Inbound Marketing Tools	Using	Used (Yes/No)	Cost / Y	'ear
Advertising Online: Adwords, Facebook, Yelp, Perfect Audience				
Advertising Print: Newspapers, Magazines				
Advertising Broadcast: TV, Radio				
Direct Mail				
Email Marketing				
Events: Breakfast/Lunch Meetings, Networking Mixers				
Lead Services: Purchased Lists, Cold Calling				
Print Collateral: Brochures, Business Cards, Sell Sheets				
Printing Large Format: Banners, Billboards, Posters Printing				
Promotional Items				
Search Engine Optimization				
Social Media: (LinkedIn, Facebook, Yelp, Instagram, etc.)				
Telemarketing				
Text Messaging				
INBOUND TOTALS	Yes	No	\$	/ Yeai

Consideration/Evaluation Marketing Tools

CONSIDERATION/ EVALUATION TOTALS	Yes No	\$ / Year
Websites		
Video: Corporate, Explainer		
Seminars: Expert Panelist		
Referrals: Word of Mouth		
Public Relations: Press Releases, Industry News		
Podcasts		
Leads Groups: Power Partners USA		
Expertise Marketing: Explained Hear		
Direct Sales: Sales Team		
Content Marketing: Blogs, Case Studies, White Papers		
Conferences: Featured Speaker		
Affiliate Partners		

TRUST Marketing

Our Marketing Strategy

