iTRUST Marketing DESIGN | WEBSITES | PRINTING | RELATIONSHIPS

Marketing Techniques • Customer Journey

Date: _____

Company: _____

Inbound Marketing Tools	Using / Used *(Yes/No)*	Cost / Year
Advertising Online: Adwords, Facebook, Yelp		
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		
Promotional Items		
Search Engine Optimization		
Social Media: *(LinkedIn, Facebook, Yelp, Instagram, etc.)*		
Telemarketing		
Text Messaging		
INBOUND TOTALS	**Yes No**	**$ / Year**

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