



## Creating a Custom Marketing Plan

1. Research and determine your target market(s).
2. Narrow your target to a specific group you can directly/effectively reach through the following potential channels. (List not exclusive)
3. Create a message of value that is easy to see, understand and motivates action.
4. Create plan with channels with highest return on investment. Look for synergy between channels.

Accessories	Free online classified ads	Public bulletin boards
Appearance	Free seminars	Public relations
Articles	Gift certificates	Radio spots
Banner ads	Gifts/donations	Referral program
Barter	Google AdWords	Reputation
Billboards	Greeting cards	RSS feeds
Blogs	Guest speaking	Sales reps
Books	Handouts	Search engines
Brochures	Infomercials	Service
Business cards	Inserts	Sharing
Business directories	Inside signs	Social demeanor
Canvassing	Internet bulletin boards	Social media
Catalogs	Landing page	Special events
Chambers of Commerce	Lead buying	Sponsored links
Circle of influence	Link exchanges	Sponsorships
Circulars	Logo design	Stationary/letterhead
City journals	Magazine ads	Store ads
Classified ads	Movie ads	Stories
Clubs & associations	Name of company	Street banners
Cold calling	Networking	Subliminal marketing
Columns	Newsletters	Talk show guest
Community calendars	Newspaper ads	Teleseminars
Community guides	Online auction sites	Television ads
Community involvement	Open house	Tourist information
Content for other sites	Exterior signage	Trade shows
Contests and sweepstakes	Partner ads	Twitter
Contracts	Partnerships	Uniforms
Coupons	Pay per click ads	Vanity phone number
Direct mail ads	Per order/inquiry ads	Vehicle wraps/signs
Domain name	Personal conversations	Viral marketing
Door Hangers	Personal letters	Web banner exchanges
Electronic brochures	Personal notes	Webinars
Elevator Pitch	Personalized email	Website
Email lists	Physical location	Window display
E-mail signature	Postcards	Word of Mouth
FaceBook/FaceBook ads	Posters	Work with competitors
Free consultations	Press releases	Yellow Pages listing/ads
Free demonstrations	Promotions	You & your employees
Free directory listings	Public announcements	YouTube videos