

# MARKETING AVENUES

# TASK

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*Hey peeps!*

Have a look at the list below of possible marketing avenues and mediums, and see if you can add any more that come to mind.

## **TRADITIONAL ADVERTISING**

TV, Radio, Bus/Taxi/Tram, Newspaper, Magazine, PR Company, Agents

## **ONLINE**

Your own Newsletter, Your own Blog or Website, Via Social Media, Ads on Blogs, Facebook Ads, Twitter Ads, Instagram posts, YouTube, Google Adwords / Display Ads, Podcasts (your own or feature on someone elses)

## **PRINTED COLLATERAL**

Postcard mailout, Brochures, Flyers, Posters

## **FACE TO FACE**

Networking events, Promotional Stalls: Arts shows or fairs, community events, trade shows/expos, conferences, markets etc, Public Speaking, Leading free workshops

## **GET PUBLISHED**

In a Magazine, Guest post on blogs, In a Journal, write your own Book or be published in someone elses

## **OTHERS**

Sponsor an event, Create press release to gain radio/tv interviews, set up a referral program





# Big list of Marketing Avenues

What other types of marketing avenues can you think of?

List EVERYTHING, not just things you think you can afford.

Traditional

Online

Printed

Published

Others

