

Advertising Across Media

Advertising has come a long ways since the early days of television and radio. To maximize your customer reach, it may be time to start working on ad campaigns that go across multiple media outlets. Below you can find a list of places to create brand awareness for your company.

Here are a few questions to think about:

Are you currently focusing on one category, or more than one?

Is there consistency across all of your media advertisements?

What are your competitors doing?

What AREN'T your competitors doing?

Digital

- Social Media
- Websites
- Webisodes
- Commercials
- Banners
- Mobile Apps
- Social Networking
- SEO Strategies
- E-newsletters
- Blogs
- Sweepstakes
- Youtube Channel
- Email Signature

Print

- Local Magazines
- Newspapers
- Direct Mail
- Business Cards

Mass Media

- Cable
- Broadcast Television
- Radio

Sponsorships

- Local Events
- Exhibits
- Websites
- TV and Radio Programs
- Local Associations
- Churches
- Raffles and Auctions
- Affinity Marketing
- Schools, Local Theaters
- Home Owners Associations
- 5ks and Fun Runs

Misc

- Logo apparel
- Calendars
- Giveaways
- Magnets
- Stickers
- T-Shirts
- Networking Groups
- Home Shows

Out of Home

- Billboards
- Transit
- Posters
- Uniforms
- Movie Theaters
- Truck Wraps
- Yard Signs
- Adopt-A-Highway
- Door Hangers

For Marketing Materials and Business Tools,
visit www.ServiceRoundtable.com

