### 40 MARKETING COMMUNICATIONS TECHNIQUES

## **RESEARCH**: Determining what your customers and prospects want and value

- Customer/prospect interviews
- Focus groups
- Telephone, written and mail surveys
- Online information searches
- Market and trend analysis and forecasting
- Internal marketing strategic analysis

# PLANNING: Concentrating resources on your greatest opportunities

- Marketing/communications planning
- Strategic Marketing System
- Comprehensive Strategic Planning
- Branding, naming and positioning

#### **COMMUNICATIONS:** Influencing perceptions, stimulating demand, driving sales

## INTERNET AND MULTIMEDIA

- Internet websites
- Email newsletters
- Search engine optimization
- Social media
- PowerPoint shows
- Videos and films
- Sales presentations
- Photo exhibits

#### **PUBLIC RELATIONS**

- Publicity and placements in local, state, national media
- Community/group relations
- Special events and promotions
- Speechwriting and speaker programs
- Image consulting

#### **ADVERTISING**

- Online advertising
- Newspaper and magazine
- Radio and TV
- Outdoor
- Direct mail
- Specialty advertising (mementos etc.)
- Trade shows and exhibitions

### PUBLICATIONS AND GRAPHIC DESIGN

- Brochures, folders, flyers and posters
- Logos and stationery
- Corporate identity systems
- Newsletters and annual reports
- Signage and point-of purchase displays

# **EVALUATION**: Measuring results for continuous improvement

- Online and database tracking
- Follow-up research studies
- Program evaluation
- Real-time measurement systems
- Customer feedback systems