

## **Quick Tips – Marketing Promotional** **Tools**

If you've ever thought it would be great to have a single, comprehensive list of all the ways organizations can promote themselves, then this Quick Tips tool is what you've been looking for.

While this document doesn't list every possible method of advertising and promotion, it does include those that are the most commonly used at the present time – in alphabetical order.

We hope the next time you're in a meeting and someone asks what options exist you can refer to this handy tool. Just make sure you understand how and when to use each method, and if you don't, consult with a marketing professional or ad agency who does.

Billboards	Social Media
Business Cards	Sponsorships (of Events)
Case Studies	Telemarketing
Corporate Video	Television
Direct Mail	Trade Shows
Email	Trade Directory Listings
Events	Trade Magazines
Facility Tour/Open House	Transit Shelters
In Store Displays/Point of Sale	Vehicle Signage
Invoice Messaging	Web Site
Mobile	Webinars
Newsletter (including eNewsletters)	Web Banners (in 3 <sup>rd</sup> Party Web Sites)
Newspapers	White Papers
Paid (Web) Search/Pay Per Click	Word of Mouth/Referrals
Promotional Giveaway Items	Yellow Pages (Hard Copy)
Public Relations/Press Releases	Yellow Pages (Online)
Public Speaking	
Radio	
Sales Collateral (eg. Brochures, Flyers)	
Sales Promotions (eg. Contests)	
Search Engine Optimization	



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