Branding

The brand is the emotional connection. Think about all the ways that a company can connect with its audience, via direct communication or simple product presence.

- Logo, business card, stationery, envelopes, stickers, etc.
- Web site and social media branding
- E-mail marketing: e-blasts, newsletters
- Swag: T-shirts, key chains, bottle openers, other tchotchkes

Environmental

Commonly dealing with displaying a product in-store, environmental marketing can extend to promotional booths and “marketing experiences” centered on a brand idea.

- Point-of-purchase (POP) display
- Storefront display
- Store signage
- In-store displays

Media

Media exposure can be purchased (TV spots) or earned (news coverage). Many media pieces are high-cost, but also high-impact. Every business should have some level of media attention, but the amount depends on the business and the budget.

- Newspaper and magazine ads
- Billboards
- TV spots
- Web banners
- Facebook ads
- Google ads
- Public transit ads

Print collateral

Print remains the most cost-effective approach to getting the word out. The simple combination of design and printing can produce results at all budgets.

- Postcards
- Direct mail
- Invitations
- Annual reports
- Donor pleas
- Tri-fold brochures
- Promotional flyers
- Informational booklets
- Program book
- Catalog of courses
- Media kits

Non-Traditional

This is where you can let your imagination roam, as long as you have the energy and/or budget to back up your idea. Social media requires persistence, while other formats carry an inherent risk. With that risk, they can land anywhere between going unnoticed, or becoming wildly famous.

- Social media: Twitter, Facebook, blog presence, etc.
- QR codes
- Guerilla marketing