

Marketing Tactics

Here's our MEGA checklist of marketing tactics - some of which you may never have even heard of! Don't rush to try them all though...they might not be right for you. Think about your audience and which of these channels will help improve your visibility and keep business buzzing.

Revisit this list as your business evolves to make sure you're not missing any opportunities.

FOR ME?	TACTICS	OVERVIEW	COMMON CONTENT TYPES
●	Paid	Buying content placement in a publication, website, search engine, social network, etc...	Magazine ad Facebook ad Google shopping
●	Advertorial	A paid marketing tactic in which you buy placement of content that is designed to look like free editorial.	Magazine ad Sponsored blog post
●	Sponsorship	A paid tactic in which you provide money/product in exchange for your brand being represented.	Event sponsorship Community team sponsorship Podcast sponsorship
●	Endorsement/ Influencer	When someone of fame or local notoriety publicly provides a positive review of your brand, product, or service.	Social Media Blog PR
●	Testimonial	Another form of endorsement, typically in words from a client or customer.	Website home or testimonials page Social posts @mentions Google reviews
●	Case study	A positive customer story that typically describes the problem they were facing and how your product or service provided the solution/results.	Web page Emailable PDF Video



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OVERVIEW

COMMON CONTENT TYPES

●	Referral	Where you incentivise your customers or fans to share positive sentiment for your brand, product, or service with others in your target audience e.g. a referral link for customers to share a discount with friends.	Instagram Stories Email
●	Affiliate	Like a referral but where you pay an influencer to share positive sentiment for your brand, product, or service with your target audience.	Social Media Blog post links
●	Engagement	Strategic commenting, sharing and likes with target audience to foster and build relationships.	Social media comments Direct Messaging Blog comments
●	Event	A planned occasion in which you either physically or digitally meet your customers or target audience at a specific time.	Community event Launch event Webinar Pop-up
●	Lives	When you record and share a meeting, event or update in real-time as it unfolds.	Facebook LIVE Instagram LIVE Podcast
●	Collaboration	When your brand collaborates with another business to create content that attracts a mutually beneficial target audience.	Social media giveaway Podcast Guest blogging
●	Content Curation	When you gather and share valuable content from other sources to share with your customers and target audience.	Facebook post Email Blog



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●	User-Generated	When a customer, brand, influencer or publication mentions or covers your brand, product, or service in content they create and publish that you can then share.	Instagram Stories Facebook post (article share)
●	SEO	Developing content and enhancing your website to help those searching for specific information to naturally find your content.	Web pages Blogs Pinterest
●	Contest or giveaway	Where you give your customers or target audience the chance to win something in exchange for their participation.	Social Media Email sign up/Lead Magnet
●	Lead Magnet	Where you offer your customers or target audience something of value in exchange for their email address (or other action?)	Website Social Media
●	Guesting	When you provide content, information, or appearances to other sources to reach your target audience.	Blog Podcast Instagram LIVE Speaking at an event
●	Blogging	A content hub on your website that shares written, visual or audio content, showcasing expertise.	Website
●	Email	Targeting audiences' inboxes with the intent of influencing a specific action.	Email
●	Reel	Any video content shared on Instagram or a reel created in Facebook.	Instagram Facebook



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●	Direct Mail	Sending marketing material through the post to specific addresses in your database.	Postcard Leaflet
●	Door drop	Distributing marketing information through letterboxes via a third party.	Leaflet Letter
●	Social Media	Platforms that enable users to create and share content or to participate in social networking.	Instagram Facebook Twitter TikTok
●	Point of Sale	Printed material designed to provide information or upsell at the point of purchase.	Poster Leaflets Window display A-board
●	Guerilla advertising	'On the ground' advertising tactics designed to create a stir.	Flash mob Pavement art Monument dressing
●	PR	Free editorial in a publication about your brand via a news release written by you or a quote provided by you.	Journalist requests News release
●	Outdoor	Typically large scale, paid for advertising outdoors.	Billboard Bus/tram advertising Street liners (flags)
●	Stories	Snap shot social media posts that last just 24 hours, designed to be more authentic and less curated in nature.	Instagram stories Facebook stories
●	Digital screen	TV screens displaying adverts (typically paid for.)	Doctor's surgery screens Gym entertainment screens
●	Radio	Commercial radio stations that sell advertising space.	Local station - 30 second ad Giveaway



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●	Sampling	Providing free product for targets to try with a view to converting them into new customers.	Product tasting Direct Mail
●	Ambient	Promoting products or services using unusual locations or items to stand out and evoke an emotional reaction.	e.g. giving a bin a mouth, wrapping a park bench to look like a chocolate bar or turning road signs into flowers
●	Podcast	A form of digital content marketing aiming to build the authority of and trust in your business in the eyes of your potential customers.	Interview podcast Panel podcast Monologue podcast
●	Video	Any kind of video that you create for your marketing or advertising .	Promotional video YouTube Animated GIFs
●	Telemarketing	The direct marketing of goods or services to potential customers over the telephone.	Research Lead generation Sales calls
●	Product Placement	The inclusion of a branded product (typically in media) usually without specific reference to the product.	Providing product to dress a show home Providing product to style a photo shoot
●	Cause	Linking your business to a charity.	Purchase-triggered donations Sponsorship
●	Mobile	Online marketing focused on reaching potential customers on their phones or tablets	Text messaging
●	Pay per click (PPC)	A paid marketing tactic that displays digital advertising in media where you pay only when someone clicks on your content.	Google Adwords Remarketing



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Listing/Directories

Detail about your business that appears in specific directories.

Networking directories e.g. BNI
Web directories e.g. Find a Florist
Search engines like Yahoo



Print

Physically printed media to be read on site or taken away to read at leisure.

Magazine
Leaflet
Brochure

MY CAMPAIGN WILL INCLUDE

TASKS TO MAKE IT HAPPEN

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