

Marketing Made Easy

Day 3 – Christine Schmidt

Marketing Channels

- What are considered channels?
 - Any venue (print or digital) that communicates to the public about your business
- Physical Channels (Print)
- Digital Channels (Online)
- “Unseen” Channels (?)





Picking the right channels for you..

- What are your marketing assets?
- How well do you know your demographics....really?
- Is there a communication style that makes you stand out?
 - Cool, just do that! (NOT!)
- Who is your ideal client?
 - Who is your actual client?

Print Opportunities

- Newspaper
- Articles (featured in, contribute to, collaborate with...)
- Retail catalogs
- Press releases
- Physical newsletters
- Donor documents
- Direct mailers
- Brochures
- Posters



More than you can count...

Digital Opportunities

- Social Media
- Website
- SEO
- Email Marketing
- E-Newsletters
- E-Commerce
- Podcasts

& more...



CREATE

Opportunities

- Events
- Sponsorships
- Physical locations
- What else... Non-traditional ideas on Day 4



Take it back now...