

## Methods for Message Delivery / Media Options

- Daily Communications – Invoices, shipping boxes, presentation folders, answering the phone
- Publicity / Press Releases
- Personal Communications – Letters
- Personal Communications – Pounding the Pavement
- Word of Mouth - Buzz
- White Papers / Case Studies
- Referrals / Centers of Influence
- Professional Selling
- Networking
- Direct Mail / Postcards
- Newsletters / E-Newsletters
- Direct Faxing
- Telemarketing
- Advertising - Newspaper
- Advertising - Magazines
- Advertising - Radio
- Advertising – Television
- Yellow Pages / Directories
- Promotions / Specials / Giveaways/ Contests
- Web Sites
- Banner Ads
- Search Engines
- Direct Email – Opt In
- Direct Email – Spamming
- Conventions / Tradeshows
- Billboards / Sporting Events
- Retail Signage
- Vehicle / Transportation Signs
- Network Marketing
- Point of Sale / Packaging
- Card Decks
- Infomercials
- Audios, Videos, CDs
- Catalogs / Brochures
- Fax on Demand
- Speeches / Articles