

## Advertising Worksheet

Target Market Description:

### Direct

- Stationery
  - Print Letterhead
  - Email Letterhead
  - Envelopes
  - Business Cards
  - V-Cards
  - Email Addresses & Signatures
- Operational
  - Print Invoices
  - Email Invoices
  - Cheques
  - Fax ID
  - Postage Meter
  - Vehicle Signs/Wraps
- Sales
  - Facility Signage
  - Print Portfolio
  - Electronic Portfolio
  - Product Description Sheets
  - Brochure
    - Print
    - Email
  - Trade Show
    - Booth
    - Banner
    - Giveaways
- Customer Retention
  - Loyalty Cards/Apps
  - Newsletters
    - Print
    - Email
  - Blog

### Publications

- Print
  - Newspapers
  - Magazines
- Online
  - Newspapers
  - Magazines
  - Other

### Broadcast Advertising

- Radio
- Television
- Facebook Live

### Internet Advertising

- Web Site
  - Domain Reservations
  - Site Development
  - Search Engine Optimization(SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Directory Listings
- Content Advertising (e.g. Google AdSense)