

# Awareness

# Interest

# Evaluation

# Brand Loyalty

## Internet marketing

- Search Engine Optimization (SEO)
- Pay-per-click (PPP)
- Social media (SMM)
- Video (YouTube, Vimeo...)
- Content planning
- Blog writing
- e-mail marketing



## Advertising

- Business signage
- Vehicle signage
- Trade publications
- Newspapers
- Billboards
- Street furniture



## Website

- Content management (CMS)
- SEO content development
- Analytics
- Product related apps



## Test drive

- Self-guided tours
- Product demo
- Case studies
- On-line calculators



## Proof

- BBB
- Rating outlets
- Reviews



## Support

- Support/warranty collateral
- Customer communications
- Feedback programs
- Helpful tips



## Public relations

- Press releases (SEO)
- Article & white papers



## Direct marketing

- E-mail newsletters
- E-mailmarketing
- Direct mail



## Sales tools

- Sales kits
- Presentations
- Technical collateral
- White papers



## Collateral

- Business cards & stationary
- Data sheets
- Brochures
- Information booklets
- Catalogs



## Events

- Booth design
- Graphics
- Presentations
- Apparel
- Sponsorships
- Promotion



## Spreading the word

- Ownership programs
- Referral programs
- Testimonial requests
- Yelp, Google+, Homestars...

