

TRADITIONAL MARKETING

A CHECKLIST FOR THE SAVVY OFFLINE
MARKETER



TRADITIONAL MARKETING

ALTHOUGH THE WORLD SEEMS CONQUERED BY DIGITAL MARKETING THESE DAYS, WE CAN NOT FORGET ABOUT THE IMPORTANCE OF TRADITIONAL MARKETING. EVERY MARKETING STRATEGY SHOULD HAVE A MIX OF ONLINE AND OFFLINE CHANNELS TO INCREASE THE NUMBER OF TOUCHPOINTS DURING THE CUSTOMER JOURNEY. BUT HOW DOES THIS WORK AGAIN, WITH OFFLINE MARKETING? HAVE A LOOK AT OUR TRADITIONAL MARKETING CHECKLIST, WITH IDEAS AND INSPIRATION FOR EVERY CHANNEL.

CHANNELS

1. PRINTED MEDIA
2. EVENT MARKETING
3. OFFLINE ADVERTISEMENT
4. PUBLIC RELATIONS
5. INSTORE PROMOTIONS
6. CREATIVE CAMPAIGNS



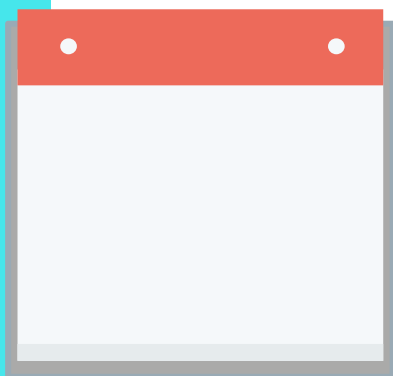
PRINTED MEDIA

- HAND OUT FLYERS AT YOUR LOCAL CAFE
- HANG POSTERS IN YOUR LOCAL AREA
- HAND OUT FREE STICKERS
- FLOOR STICKERS/DESIGN TO GUIDE CUSTOMERS TO YOUR BUSINESS
- BUSINESS CARDS WITH A HEADSHOT
- GET IN YOUR COMMUNITY NEWSLETTER
- HAVE HIGH-END BROCHURES FOR CUSTOMERS
- HAVE LOYALTY MEMBER CARD FOR REPEAT BUSINESS



EVENT MARKETING

- HOST A RECEPTION
- ORGANISE A SCREENING/MOVIE
- ORGANISE PRODUCT DEMO
- OFFER FOOD OR DRINKS
- INVITE AN INDUSTRY LEADER TO GIVE A
TALK
- HAVE LIVE MUSIC



OFFLINE ADVERTISEMENT

- ADVERTISE ON TV
- ADVERTISE ON THE RADIO
- ADVERTISE IN MAGAZINES OR BROCHURES
- ADVERTISE IN LOCAL NEWSPAPERS
- ADVERTISE ON BILLBOARDS, BUS STOPS,
METRO STATIONS
- ADVERTISE ON CARS, BUSSES, TRAINS
- ORGANISE AN ADVERTORIAL



PUBLIC RELATIONS

- SEND OUT PRESS RELEASES
- CREATE INFOGRAPHICS
- BUILD RELATIONSHIPS WITH LOCAL JOURNALISTS
- GATHER INDUSTRY STATS AND MAKE IT RELEVANT TO YOUR BUSINESS
- RESPOND TO JOURNO CALL-OUTS



INSTORE PROMOTIONS

- PROMOTIONAL GIFTS WITH YOUR LOGO
(FOR EXAMPLE PENS, MUGS, USB STICKS)
- HAVE BANNERS OR TV SCREENS SHOWING
YOUR PROMOTIONS
- LOYALTY PROGRAMS: OFFER DISCOUNTS
AFTER A CERTAIN NUMBER OF
PURCHASES
- PROMOTE YOUR SOCIAL MEDIA CHANNELS
- OFFER DISCOUNT ON RECEIPTS



OTHER IDEAS

- SPONSOR LOCAL EVENTS
- GUERILLA MARKETING
- ATTEND TRADE SHOWS AND INDUSTRY EVENTS
- DOOR-TO-DOOR SALES
- COLD CALLS

