

# Black Belt Business - Marketing Plan Strategies

Traditional Strategy	Strategy Tasks	Digital Strategy	Strategy Tasks
<b>Brochures</b>	<input type="checkbox"/> Post Box <input type="checkbox"/> Letterbox Drops DIY <input type="checkbox"/> Letterbox Drops Company <input type="checkbox"/> Business Stands <input type="checkbox"/> Outside Shops <input type="checkbox"/> Hand Outs <input type="checkbox"/> 10 x 10 x 20	<b>Website</b>	<input type="checkbox"/> Information Site <input type="checkbox"/> Sign Up Forms <input type="checkbox"/> Quote Requests <input type="checkbox"/> Online Quotes <input type="checkbox"/> Download Free XYZ <input type="checkbox"/> Social Media Linking <input type="checkbox"/> E-Commerce <input type="checkbox"/> Linking to Database System <input type="checkbox"/> Promotional Videos
<b>Promotional Products</b>	<input type="checkbox"/> Fridge Magnets <input type="checkbox"/> Pens <input type="checkbox"/> Coffee Cups <input type="checkbox"/> Uniforms <input type="checkbox"/> Calenders <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<b>Social Media (Posts / Presence)</b>	<input type="checkbox"/> Facebook Business Page <input type="checkbox"/> Facebook Profile <input type="checkbox"/> Facebook Ads <input type="checkbox"/> Facebook – Website <input type="checkbox"/> Direct Facebook Messages <input type="checkbox"/> LinkedIn Profile <input type="checkbox"/> LinkedIn Company Page <input type="checkbox"/> LinkedIn Ads <input type="checkbox"/> LinkedIn Posts <input type="checkbox"/> Google+ Profile <input type="checkbox"/> Google+ Business Page <input type="checkbox"/> Google Places <input type="checkbox"/> Twitter Profile <input type="checkbox"/> Youtube Channel <input type="checkbox"/> Youtube Playlists <input type="checkbox"/> Slideshare <input type="checkbox"/> Pinterest <input type="checkbox"/> Instagram <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Yellow Pages</b>	<input type="checkbox"/> Small Ad <input type="checkbox"/> Quarter Page Ad <input type="checkbox"/> Half Page Ad <input type="checkbox"/> Full Page	<b>Business Directories</b>	<input type="checkbox"/> Hot Frog <input type="checkbox"/> True Local <input type="checkbox"/> Houzz <input type="checkbox"/> Yalwa <input type="checkbox"/> <input type="checkbox"/>
<b>Networking</b>	<input type="checkbox"/> Networking Events <input type="checkbox"/> Workshops <input type="checkbox"/> Friends <input type="checkbox"/> Sporting Events <input type="checkbox"/> <input type="checkbox"/>	<b>SEO</b>	<input type="checkbox"/> Get a Professional <input type="checkbox"/> DIY <input type="checkbox"/> Backlinks <input type="checkbox"/> Google+ <input type="checkbox"/> Authorship
<b>Strategic Alliances</b>	<input type="checkbox"/> Complimenting Businesses <input type="checkbox"/> Host Beneficiary	<b>Google Adwords</b>	<input type="checkbox"/> Standard Ads <input type="checkbox"/> Network Ads
<b>Newspaper Ads</b>	<input type="checkbox"/> Advert in Paper <input type="checkbox"/> Page Wrap <input type="checkbox"/> Brochure Insert	<b>Email Campaign</b>	<input type="checkbox"/> Email Newsletters <input type="checkbox"/> Direct Emails (SPAM) <input type="checkbox"/> Strategic Alliances Database

<b>Traditional Strategy</b>	<b>Strategy Tasks</b>	<b>Digital Strategy</b>	<b>Strategy Tasks</b>
<b>Telemarketing</b>	<input type="checkbox"/> DIY <input type="checkbox"/> Telemarketing Contractor <input type="checkbox"/> Company <input type="checkbox"/> Overseas	<b>Blogs (Written / Video)</b>	<input type="checkbox"/> Website <input type="checkbox"/> Youtube <input type="checkbox"/> Social Media (See Above for Posting Options) <input type="checkbox"/> Strategic Alliance Newsletters <input type="checkbox"/> Blog Sites <input type="checkbox"/> Google Authorship
<b>Car Signage</b>	<input type="checkbox"/> Magnets <input type="checkbox"/> Full Wraps	<b>Banner Adverts</b>	<input type="checkbox"/> Other Websites <input type="checkbox"/> Affiliate Marketing
<b>Street Signage</b>	<input type="checkbox"/> A-Frames <input type="checkbox"/> Window Signage <input type="checkbox"/> Wall Signage <input type="checkbox"/> Blackboard <input type="checkbox"/> Whiteboard	<b>Yellow Pages Online</b>	<input type="checkbox"/> Gold Ad <input type="checkbox"/> Normal Ad
<b>Billboards</b>	<input type="checkbox"/> Road <input type="checkbox"/> Buildings	<b>Digital Ads</b>	<input type="checkbox"/> School Newsletters <input type="checkbox"/> Industry Newsletters <input type="checkbox"/> Online Magazines
<b>Direct Mail</b>	<input type="checkbox"/> Letters <input type="checkbox"/> Brochures (See above under Brochures) <input type="checkbox"/> Lumpy Mail	<b>SMS Advertising</b>	<input type="checkbox"/> Send SMS's
<b>Referrals</b>	<input type="checkbox"/> Ask <input type="checkbox"/> Referral Cards <input type="checkbox"/> Competitions <input type="checkbox"/> Desk Sign Ups <input type="checkbox"/> Supplier Referrals <input type="checkbox"/> Team		
<b>Trade Shows</b>	<input type="checkbox"/> Trade Stand <input type="checkbox"/> Visit - Collect Cards		
<b>Television Advertising</b>	<input type="checkbox"/> Commercial <input type="checkbox"/> Infomercial <input type="checkbox"/> Shopping Channel		
<b>Radio</b>	<input type="checkbox"/> Commercial Station <input type="checkbox"/> Community Station		
<b>Cinema Advertising</b>	<input type="checkbox"/> Ads <input type="checkbox"/> Popcorn Boxes		
<b>Notepads</b>	<input type="checkbox"/> Customer Handout <input type="checkbox"/> Strategic Alliance		
<b>Public Relations</b>	<input type="checkbox"/> Newspaper <input type="checkbox"/> Industry Magazines <input type="checkbox"/> Target Magazines <input type="checkbox"/> T.V. (Current Affair) <input type="checkbox"/> Press Release Submission Sites		
<b>Ads</b>	<input type="checkbox"/> Shop-A-Docket <input type="checkbox"/> Diaries <input type="checkbox"/> Magazine <input type="checkbox"/>		