

Marketing With Purpose



What problem are you solving? Who needs this problem solved?
Is there a demand for this problem to be solved?
Where can you find and communicate to those people about your solution?

Once you define your purpose, people, and place, you will have a clearer path to navigate opportunities to potentially get your message out.

DIGITAL MEDIA

- Website: Create a website to promote your products or services.
- Retargeting: Target visitors to a web page with a display advertising campaign.
- SEO: Improve the ranking of your website on search engines.
- PPC: Pay a fee each time one of your ads is clicked (Google AdWords, Microsoft Bing).
- Online Directories: List your site in provider directories.
- Live Chat: Answer questions and provide information in real-time.
- Chatbots: Dialoguing with a consumer through an automated conversation powered by some form of AI.
- Podcast: Inform customers about the product/service through voice and audio.
- Blogging: Engage visitors to your website or other websites with decision-supporting content.
- Banners: Make your content known to your audience through targeted advertising using banners.
- Email Newsletters: Sending newsletters with content and promotion to interested customers.
- Online Marketplaces: Selling your products on sites such as Amazon or eBay.
- Webinars: Using online presentations to connect with the target audience.
- AR & VR: Show the audience what the company is doing through VR & AR.
- Affiliate Marketing: Paying marketers to promote your product/service in exchange for a % of sales.
- Podcast Ads: Placing ads on podcasts that your audience follows.

SOCIAL MEDIA

- Facebook: Promote its products/services through pages, groups, or paid ads.
- Instagram: Promote its products/services through pages, influencers, or ads.
- LinkedIn: Present your business as a professional organization.
- YouTube: Publish videos or paid ads that show your products/services.
- Google Business: Create a profile that will help you to be found on Google Maps.
- Yelp: Create a profile and encourage customers to write reviews.
- Pinterest: Create custom graphics to promote your product.
- Twitter: Engage with your client with tweets or paid ads.
- Influencer: Get an influencer to talk about your products/services.
- Snapchat: Create video ads and publish them.
- TikTok: Create video ads and publish them.



PHYSICAL ADVERTISING

- Brochures: Make brochures that explain or present your products/services.
- Promotional Items: Make promotional products so your customers will remember you.
- Contests: Make contests to make you known or to reach your clientele.
- Outdoor Signage: Make yourself known on outdoor signs/inserts.
- Digital Signage: Showcase your products/services or promotions on digital signage.
- In-Store Display: Display your sale or promotion in-store.
- Customer Loyalty: Reward your repeat customers with a loyalty program.
- Packaging: Make your packaging and brand image attractive.
- On-Hold Message: Message explaining who, what, why of the company.
- Free Consultation: Offer free consultation to prospective clients.
- Customer Referrals: Pay for customer referrals or make them save money.



PAID ADVERTISING

- Newspapers & Magazines: Be visible in the publications of your target customers.
- Posted Mails: Join your potential customers in flyers delivered to their homes.
- TV & Radio Advertising: Promote your business with radio & TV ads.

PUBLIC RELATIONS

- Sponsorships: Get known by your audience by sponsoring events.
- Conferences: Reach your audience by attending industry conferences.
- Make Presentation: Participate and make a demonstration of your products/services in front of your audience.
- Press Releases: Issuing press releases to the media that would be likely to cover your company or industry.
- Interviews: Giving interviews to local or national media (newspapers, TV, radio).

