

# Marketing Strategies and Tactics

- social media
- cause marketing
- relationship marketing
- event marketing
- retargeting
- promotional trinkets
- pay – per –click
- price-based/sale/discount
- print
- direct mail
- sampling
- billboards/outdoor ads
- radio
- affinity marketing
- referral programs
- loyalty programs
- email marketing
- undercover marketing
- seasonal
- influencer marketing
- cross-sell
- public relations
- video marketing
- contests/giveaways
- vehicle wraps
- television
- affiliate marketing
- door to door
- online/website (SEO)
- telemarketing
- content marketing
- upsell
- yards signs
- word of mouth