Publicity

- Newspaper
- Magazine
- TV
- Radio
- Digital

Primary Channels:
1)
2)
3)
Secondary Channels:

Internet

- Website
- Blog Content
- Review Sites
- Forums
- Comments
- Vlog
- Microsite

Primary Channels:
1)
2)
3)
Secondary Channels:

Advertising

- Digital Ads
- Banner Ads
- Display Ads
- Direct Mail
- Promotional Items
- Paid Search
- In-Store Display
- Brochures
- Commercials
- Email Marketing

Primary Channels:
1)
2)
3)
Secondary Channels:

Social Media

- Facebook
- Twitter
- Instagram
- Youtube
- LinkedIn

Primary Channels:
1)
2)
3)
Secondary Channels:

Personal Selling

- Sales Staff
- Speaking Engagements
- Physical & Virtual Events
- Retail Staff
- Commercials
- Email Marketing

Primary Channels:
1)
2)
3)
Secondary Channels: