<table>
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<th>TOOL</th>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<td>A Referrals, Word of Mouth and Testimonials</td>
<td>• Inexpensive&lt;br&gt;• Strongest form of promotion&lt;br&gt;• Helpful for limited budgets&lt;br&gt;• Is built on trust</td>
<td>• It can work against you&lt;br&gt;• Lack of control, timing&lt;br&gt;• Testimonials can take time to collect</td>
<td>• Serve customers with integrity to build referrals&lt;br&gt;• Encourage satisfied customers to tell their friends&lt;br&gt;• Don’t be afraid to ask for referrals and testimonials&lt;br&gt;• For testimonials, ask simple questions about how you solved their problem. Then, word their response into short paragraph. Ask permission to use their name and consider a photo also.</td>
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<td>B Social Networking: Facebook, Twitter LinkedIn, Pinterest Instagram, Blogs</td>
<td>• Inexpensive&lt;br&gt;• You appear to be the expert&lt;br&gt;• Can reach a broad audience&lt;br&gt;• Creates brand and image awareness&lt;br&gt;• Fairly convenient&lt;br&gt;• Builds on relationships</td>
<td>• Can be intimidating&lt;br&gt;• Takes time to plan and follow-through&lt;br&gt;• Must be well-written and professional&lt;br&gt;• Timing can be an issue&lt;br&gt;• Can’t control comments or negative feedback</td>
<td>• Inform, entertain, inspire or educate&lt;br&gt;• Create a persona or voice that represents your business and is authentic&lt;br&gt;• Determine goals and objectives in advance&lt;br&gt;• Have a plan, be consistent&lt;br&gt;• Consider using scheduling on FB&lt;br&gt;• Consider boosting some of your posts&lt;br&gt;• Be creative and innovative&lt;br&gt;• Respond quickly to messages/feedback&lt;br&gt;• Evaluate statistics and adapt</td>
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<td>C A Website</td>
<td>• Open 24/7/365&lt;br&gt;• Able to show lots of information&lt;br&gt;• Fairly easy to change and update&lt;br&gt;• Provides a professional image&lt;br&gt;• Potential to reach global audience&lt;br&gt;• Allows for online sales&lt;br&gt;• Gather information and generate leads</td>
<td>• Can be expensive to start&lt;br&gt;• Takes time and planning up front&lt;br&gt;• Likely requires professional assistance&lt;br&gt;• Too easy to ignore</td>
<td>• Needs to look professional and should take advantage of search engine optimization&lt;br&gt;• Consider getting professional help&lt;br&gt;• Use high quality images and graphics&lt;br&gt;• Provide strong text and descriptive content&lt;br&gt;• Know your audience, speak to them in their language&lt;br&gt;• Show contact information on all pages (footer or header)&lt;br&gt;• Evaluate Analytics and adapt&lt;br&gt;• Keep it fresh and current&lt;br&gt;• Use correct spelling and grammar&lt;br&gt;• Make sure all links work&lt;br&gt;• Organize in logical format&lt;br&gt;• Design with a consistent image/brand</td>
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<td>D Traditional Advertising: Print-newspaper, magazines, specialty publications Broadcast, radio Broadcast, television</td>
<td>• Tight control of the message&lt;br&gt;• Tight control of the look and feel&lt;br&gt;• Can reach a large number quickly&lt;br&gt;• Many creative options&lt;br&gt;• Can re-purpose other promotional efforts&lt;br&gt;• Consider publications with a focus on your target</td>
<td>• Can get expensive&lt;br&gt;• Requires repetition&lt;br&gt;• Difficult to determine best mix and frequency&lt;br&gt;• Requires professional help to produce quality</td>
<td>• Remember TOMA: Top of Mind Awareness&lt;br&gt;• Incorporate AIDA: Attention, Interest, Desire, Action&lt;br&gt;• Focus on the benefits and value you provide&lt;br&gt;• Use photos and high quality graphics&lt;br&gt;• Make consistent look and image to create brand&lt;br&gt;• In print, make it stand out&lt;br&gt;• Understand what your customers read, listen to or watch&lt;br&gt;• For broadcast, run-time is important&lt;br&gt;• For broadcast, provide clear, simple message&lt;br&gt;• Does it pass the SO WHAT test?</td>
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## Promotional Toolbox

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| E Direct Mail | • Tight control of message  
• Can be highly targeted  
• Different messages to different audience  
• Control of timing  
• Flexible and creative options  
• Can include lots of information | • Very competitive  
• May require a strong mailing list  
• May be expensive for large volumes  
• May have short shelf life | • Narrow your target audience  
• Match the message to the audience  
• Make it stand out: strong headlines, quality graphics  
• Be creative with size and materials  
• Maintain brand and image  
• Consider EDDM (Every Door Direct Mail)  
• Consider cooperative mailings  
• Consider a tracking method  
• Provide a compelling offer |
| F Product Literature | Brochures  
Flyers  
Cards | • Tight control of message  
• Tight control of look, feel, image  
• Many creative options  
• Flexible in sizes, message can be tailored for different uses  
• Can be used in print and digital versions  
• Easy to display  
• Longer shelf-life | • Requires a delivery channel  
• Little control in some environments  
• Limited reach  
• May become obsolete | • Maintain professional appearance  
• Maintain brand and image  
• Design message for specific audience  
• Keep it well organized  
• Be creative  
• Start with the end-use in mind  
• Choose a format that best represents your business |
| G Specialty Promotional Items | • May have a long shelf life  
• Lots and lots of options  
• Can create and spread brand awareness  
• A "gift" can create excitement  
• Can be used for multiple events, occasions | • A poor choice or budget item may offend  
• Requires a plan for distribution to be effective  
• Can be expensive to accommodate min. orders | • Select quality items  
• Maintain brand and image  
• Use high quality images and graphics  
• Know your audience, what would they like/use  
• Consider what will be appreciated  
• Have a plan and specific use |
| H Signs | • Great visibility  
• Conveys professional image  
• Lots of options | • Can be expensive to start  
• Must be well-maintained | • Seek professional assistance  
• Consider size, visibility, legibility, location  
• Maintain brand and image  
• Start with the purpose of the sign  
• Use a compelling color with high contrast  
• Rule of thumb, 10 feet per inch of letter height  
• Be bold and concise |
| I Email Marketing | • Hits a target audience  
• Inexpensive  
• Able to control message  
• Able to control image | • Must comply with CAN-SPAM Act  
• Needs to have a plan  
• Needs to have consistency and follow-through | • Comply with CAN-SPAM Act  
• Create messages that fit the audience  
• Inform, educate, entertain  
• Create compelling subject lines  
• Make the message concise but compelling  
• Personalize when possible  
• Write an effective header: unique, specific, urgent  
• Include call to action |
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| J    | Open House or Special Event | • Compelling selling tool  
• Can generate high interest  
• Increase awareness of what you offer  
• Thank or show appreciation to customers  
• You appear to be the expert  
• Variety of reasons to hold:  — Announce, celebrate, introduce | • Can be expensive  
• Timing is everything  
• Requires advance planning  
• Requires a way to measure and review | • Consider your audience needs and desires  
• Provide a value for their time  
• Have a strong reason for the event  
• Serve food and refreshments  
• Consider door prizes or gifts  
• Make it fun  
• Know what you want to accomplish  
• Plan well in advance  
• Collect contact information/leads |
| K    | Trade shows, Fairs  
Exhibit Opportunities | • Immediate influence of interested people  
• Shows industry/professional presence  
• Collect direct feedback from customers  
• Creates awareness  
• Generates leads  
• Ability to network with other professionals  
• Ability to connect with current customers  
• Opportunity for face-to-face communication | • Can be time-consuming  
• No control of quality of show or number of attendees  
• Difficult to measure effectiveness  
• Can be expensive to get started | • Evaluate fees and time investment  
• Maintain professional image in appearance and with materials or hand-outs  
• Create a compelling and attractive display  
• Gather information and leads  
• Follow-up on potential customers  
• Know what you want to accomplish  
• Use business literature, provide a take-away  
• Remember the value of first impressions |
| L    | Press Releases | • Inexpensive  
• Creates TOMA  
• Offers a professional image | • May never run  
• May not get read  
• May not be timely  
• Difficult to measure effectiveness  
• Must be well-written | • Must be NEWS-worthy  
• Introduce, announce, educate  
• Have a strong headline  
• Get to the news first  
• Include a quote when possible  
• Know what you want to accomplish  
• Keep it simple, speak to the reader  
• Re-purpose in other media |
| M    | Coupons, bounce-back offers,  
Loyalty or reward programs | • Generates interest  
• Can promote up-selling  
• Can promote cross-selling  
• Attractive to price-sensitive consumers  
• May create repeat purchases or visits  
• Can introduce new product or reduce inventory  
• Inexpensive  
• Can be used in print, on location, or in digital media | • Must provide a compelling offer  
• Decreased margin on product offered  
• Lower perceived value of product/service  
• May chip away at regular customer base | • Consider the audience  
• Create a compelling offer  
• Track and measure effectiveness  
• Consider frequency  
• Gather name and contact info when offering via social media  
• Consider ways to encourage repeat visits and purchases  
• Consider cooperative coupon efforts  
• Use to encourage referrals |