Marketing Activity Plan

Week commencing													
Advertising													
Newspaper advertising													
Magazine advertising													
Radio advertising													
Cinema advertising													
TV advertising													
Other advertising													
PR													
Press Releases													
Advertorials													
Media competitions													
Other PR													
Literature													
Brochures													
Catalogues													
Flyers													
Business cards													
Other literature													
Website													
Website development													
Website SEO													
Website Adwords													
Social Media													
Facebook													
Twitter													
YouTube													
Linked In													
Blog													
Other Social Media													
E-marketing													
E-flyers													
E-newsletters													
Other E-marketing													
Directories													
Yellow pages													
Yell.com													
Thomson Local													
The Phone Book													
Local listings													
On-line listings & directories													
Other listings & directories													
Events & Shows													
Events - space bookings													
Events - Stands & banners													
Events - other materials													
Promotions													
Promotional discounts													
Promotion items													
Promotion flyers & advertising													
Customer loyalty promotions													
Lapsed customer promotions													
Customer recommendation scheme													
Other promotions													
Distributor s& introducers													
Distributor promotions													
Distributor literature													
Distributor websites													
Other distributor marketing													
Distributor incentives													
Referrer / introducer programme													
Networking													
Networking meetings													
Trade shows & conferences													
Market Research													
Customer surveys													
Mystery shopping													
Other customer research													
Competitor research													
Other market research													
Top-up activities													
Details													
Contingency													
Contingency													

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