**Assignment #21 Week 4 BP Stage 2, Media Type Promotional Chart**

**Task #3** Use the chart below to describe your marketing plan in detail. Select a minimum of **6** Media Types or Promotional Methods from the categories below. Explain in detail using specific names of media suppliers.

**Business Name:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Media Type or Promotional Method** | **Descriptions/Examples** | **Name of Outlet(s) (list each separately)** | **Target Market** | **Budget ($)** | **Objective (s)** |
| Newspapers | Newspapers may be published daily, weekly, or even less frequently. They can be community-based, local, regional, national, or international, and focus on news, finance, or any other topic. For a retail store serving a radius of five miles or fewer, a weekly community newspaper could be ideal.  Example: The View, Bartlett Express, Commercial Appeal, Clipper Magazine |  |  |  |  |
| Magazine | Magazines differ from newspapers as an advertising medium primarily because of their longer shelf life.  Magazines have higher-quality printing and more options: scratch-and-sniff ads, fold-outs, cut-outs. |  |  |  |  |
| Directory | Telephone books and directories with membership lists from professional associations or chambers of commerce are examples of directories.  Example: Arlington Chamber of Commerce directory of business in Arlington. See business directory on Arlington Chamber of Commerce website. |  |  |  |  |
| Television | Although TV advertising rates are comparatively high, television can be an effective media option. An entrepreneur with a new business can sometimes negotiate discounted rates or get free mention (publicity) if he or she has a good story. |  |  |  |  |
| Radio | Radio advertising is sold in a variety of ways, with prices based on the length of your ad, the time of day it will run and the duration and frequency. List specific radio stations. Example: WRVR, K97, 95.7, FM100, etc. |  |  |  |  |
| Outdoor | Billboards are the most commonly recognized type of outdoor advertising. They are almost always in highly visible locations and use short, punchy copy that motorists can grasp at a glance. There are other forms of outdoor advertising, such as signs on park benches stadium-fence ads, and the like. |  |  |  |  |
| Internet | Internet marketing, or online marketing, refers to advertising and marketing efforts that use the [Web](http://www.webopedia.com/TERM/W/World_Wide_Web.html) and [email](http://www.webopedia.com/TERM/E/e_mail.html) to drive direct sales via [electronic commerce](http://www.webopedia.com/TERM/E/electronic_commerce.html), in addition to sales leads from [Web sites](http://www.webopedia.com/TERM/W/web_site.html) or emails. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising such as radio, television, newspapers and magazines.  ***Specialized Areas of Internet Marketing***  Internet marketing can also be broken down into more specialized areas such as Web marketing, email marketing and [social media](http://www.webopedia.com/TERM/S/social_media.html) marketing:  1) **Web marketing** includes [e-commerce](http://www.webopedia.com/TERM/E/electronic_commerce.html) Web sites, [affiliate marketing](http://www.webopedia.com/TERM/A/affiliate_program.html) Web sites, promotional or informative Web sites, online advertising on search engines, and [organic](http://www.webopedia.com/TERM/O/organic_seo.html) search engine results via [search engine optimization (SEO).](http://www.webopedia.com/TERM/S/SEO.html)  2) **Email marketing** involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers.  3) **Social media marketing** involves both advertising and marketing (including [viral marketing](http://www.webopedia.com/TERM/V/Viral_Marketing.html)) efforts via social networking sites like Facebook, Twitter, YouTube and Digg. |  |  |  |  |
| Brochures |  |  |  |  |  |
| Flyers |  |  |  |  |  |
| Newsletters |  |  |  |  |  |
| Business Cards |  |  |  |  |  |
| Signs |  |  |  |  |  |
| Sales Promos | Sales promotion aims to provide a short-term boost to sales. While a straightforward price cut is one option, sales promotion looks for alternatives that are more cost-effective - costing less to implement but providing a bigger increase in sales.  Sales promotion options  The most straightforward forms of sales promotions are different variations on price reductions. A new magazine launch can be promoted with a low-cost first issue. Money-off coupons in the press or online can be used to encourage purchases. Sales promotions such as buy-one-get-one-free (BOGOF) or 20% extra free give the customer more for their money. Sales promotion can also use more subtle forms of price discounting, such as offering free financing. |  |  |  |  |
| Advertising Specialties | Backpacks, pens, mugs, caps, t-shirts, water bottles, etc. |  |  |  |  |
| Trade Shows | The use of trade show exhibits is a proven promotional strategy for business-to-business companies and can also succeed for certain types of consumer marketing. This is one of the best forms of experiential marketing, because it lends itself to having prospective customers try out your products, or having services demonstrated. |  |  |  |  |
| Carts/Kiosks | Signing a multiyear lease for a retail store is not likely to make sense for a seasonal business such as a Christmas or Halloween operation. If you are working on a retail concept and want to try out the idea—products, prices, and so forth – a temporary location is a good opportunity to “test-drive” your business before investing in longer-term, more costly retail space. |  |  |  |  |
| Alternative Marketing | *Guerilla Marketing* has expanded to encompass other kinds of unconventional categories, such as viral marketing, buzz marketing, word-of-mouth advertising, and grassroots marketing. The notion is to find creative, inexpensive, unconventional, surprising ways to get your message to your target market without spending a fortune.  Buzz Marketing is another name for word-of-mouth marketing. It is one of the most effective forms of promotion available, because people are sharing their excitement and enthusiasm about a product or service with others who trust and value the advice. |  |  |  |  |
| Other Media |  |  |  |  |  |
| Direct Response | Direct response marketing, is designed to evoke an immediate response and compel prospects to take some specific action, such as opting in to your email list, picking up the phone and calling for more information, placing an order or being directed to a web page. |  |  |  |  |