

## Marketing Exercise - Methods of Promotion

Take a look at the list of marketing methods below and number them from 1 to 21, in order of which is most important to your business. There is no right or wrong answers here - only you are going to know which methods will engage with your customers.

<input type="checkbox"/>	<b>Business Cards</b>
<input type="checkbox"/>	<b>Direct Mail (leaflets, postcards, letters etc.)</b>
<input type="checkbox"/>	<b>Networking at conferences and business events</b>
<input type="checkbox"/>	<b>Inserts in Newspapers</b>
<input type="checkbox"/>	<b>Ads in newspapers, yellow pages &amp; magazines</b>
<input type="checkbox"/>	<b>Editorial + Press Releases</b>
<input type="checkbox"/>	<b>Sponsorships</b>
<input type="checkbox"/>	<b>Websites &amp; Search Engine Optimisation</b>
<input type="checkbox"/>	<b>Web-based advertising</b>
<input type="checkbox"/>	<b>Social media marketing</b>
<input type="checkbox"/>	<b>Tourist Guides</b>
<input type="checkbox"/>	<b>Parish Magazines</b>
<input type="checkbox"/>	<b>Posters</b>
<input type="checkbox"/>	<b>Street Signs &amp; Billboards</b>
<input type="checkbox"/>	<b>Open Days</b>
<input type="checkbox"/>	<b>Local Radio</b>
<input type="checkbox"/>	<b>Seminars</b>
<input type="checkbox"/>	<b>Sampling</b>
<input type="checkbox"/>	<b>Demonstrations and Exhibitions</b>
<input type="checkbox"/>	<b>Van Signs</b>