

WORKSHEET 64: ADVERTISING AND PROMOTION PLAN CHECKLIST

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| <input type="checkbox"/> Ad Specialties | <input type="checkbox"/> Coupons | <input type="checkbox"/> Lighting | <input type="checkbox"/> Sandwich Signs |
| <input type="checkbox"/> Advertising Services | <input type="checkbox"/> Courses | <input type="checkbox"/> Letters
(Personalized) | <input type="checkbox"/> Seminars |
| <input type="checkbox"/> Answering Machine | <input type="checkbox"/> Customer
Appreciation Day | <input type="checkbox"/> Listings | <input type="checkbox"/> Shelf Merchandising |
| <input type="checkbox"/> Articles | <input type="checkbox"/> Décor | <input type="checkbox"/> Magazine Ads | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Audiocassettes | <input type="checkbox"/> Demonstrations | <input type="checkbox"/> Matchbooks | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Balloons | <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Name Tags | <input type="checkbox"/> Sponsorships |
| <input type="checkbox"/> Billboards (Bus,
Highway, Bench) | <input type="checkbox"/> Directories | <input type="checkbox"/> Movie Theatre Ads | <input type="checkbox"/> Statement Stuffers |
| <input type="checkbox"/> Birthday Cards | <input type="checkbox"/> Distributors | <input type="checkbox"/> News Releases | <input type="checkbox"/> Surveys |
| <input type="checkbox"/> Books | <input type="checkbox"/> Donations | <input type="checkbox"/> Newsletters | <input type="checkbox"/> T-shirt Ads |
| <input type="checkbox"/> Booths (displays) | <input type="checkbox"/> Door Hangers | <input type="checkbox"/> Newspaper Ads | <input type="checkbox"/> "Take Ones" |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Electronic Bulletin
Boards | <input type="checkbox"/> Parking Meter Ads | <input type="checkbox"/> Telemarketing –
Inbound |
| <input type="checkbox"/> Bulletin Boards | <input type="checkbox"/> Exhibits | <input type="checkbox"/> Party Plan | <input type="checkbox"/> Telemarketing –
Outbound |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Fairs | <input type="checkbox"/> Per Inquiry Ads | <input type="checkbox"/> Television |
| <input type="checkbox"/> Business Card Ads | <input type="checkbox"/> Fax Broadcast | <input type="checkbox"/> Personal Contact | <input type="checkbox"/> Trade Shows |
| <input type="checkbox"/> Calendar Listings | <input type="checkbox"/> Feature Stories | <input type="checkbox"/> Placemats | <input type="checkbox"/> TV Guides |
| <input type="checkbox"/> Canvassing | <input type="checkbox"/> Fixtures | <input type="checkbox"/> Point of Purchase | <input type="checkbox"/> Uniforms |
| <input type="checkbox"/> Car Cards | <input type="checkbox"/> Fliers | <input type="checkbox"/> Postcards | <input type="checkbox"/> Vanity Radio |
| <input type="checkbox"/> Card Decks | <input type="checkbox"/> Frequent Purchase
Program | <input type="checkbox"/> Posters | <input type="checkbox"/> Videocassette Box
Ads |
| <input type="checkbox"/> Catalogues | <input type="checkbox"/> Fund Raisers | <input type="checkbox"/> Premiums | <input type="checkbox"/> Vehicle Ads |
| <input type="checkbox"/> Celebrities | <input type="checkbox"/> Gift Certificates | <input type="checkbox"/> Public Speaking | <input type="checkbox"/> Videotapes |
| <input type="checkbox"/> Centres of Influence | <input type="checkbox"/> Gifts | <input type="checkbox"/> Publicity | <input type="checkbox"/> Word-of-mouth |
| <input type="checkbox"/> Clinics | <input type="checkbox"/> Greeting Cards | <input type="checkbox"/> Radio Spots | <input type="checkbox"/> Workshops |
| <input type="checkbox"/> Co-op Mailings /
Ads | <input type="checkbox"/> Group Mailings | <input type="checkbox"/> Recorded Phone
Messages | <input type="checkbox"/> www / Internet Home
Page |
| <input type="checkbox"/> Colour Schemes | <input type="checkbox"/> Info-Lines | <input type="checkbox"/> Reports | <input type="checkbox"/> Yellow Pages |
| <input type="checkbox"/> Columns | <input type="checkbox"/> Inserts | <input type="checkbox"/> Restroom Ads | <input type="checkbox"/> 1-800-Number |
| <input type="checkbox"/> Contests | | <input type="checkbox"/> Sales Representatives | |