

Marketing

<p>Purpose: Make your company visible to your potential customers</p>
<p>Output: Your plan for marketing-activities</p>
<p>Activities: Look at the list of marketing-activity-ideas. Which of the ideas (one or more) do you find suitable for your company, your product, your customers?</p>
<p>List of marketing-ideas:</p> <p>Choose what You want you and your company want to be known for! You should always choose yourself which media, you want to use!</p> <p>Media:</p> <ul style="list-style-type: none">Daily NewsFree local papersFree papers like MetroWeekly magazinesMagazines (especially for women?)RadioTVPostersTelephone booksSponsorshipsBrochuresUnaddressed mailsDirect maile-mail (don't spam anybody)Trade journals, scientific or technical journalsCinema advertisementInternetTelemarketingFairsMerchandise <p>Network</p> <p>Handbills</p>
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