



## Marketing Brainstorm Starter

The consumer must be reached on his or her own terms, where and when he or she wishes to be reached. Effectively reaching and touching the consumer through a variety of contact points can be particularly effective. This can include traditional and nontraditional activities such as advertising, events, sales promotion, public relations and direct marketing.

Listed below are some ideas on ways to reach new customers and reconnect with existing customers. Check off the items that you feel would be effective in reaching your customers.

**Media Tour**— Invite key publications staff to company headquarters and to customer sites or make appointments for your company spokesperson to travel to the cities where the reporters and editors work.

**Event Marketing**— Create an event, possibly in connection with an industry convention. Invite current and potential customers.

**Coupons**— Provide discounts to readers and responders to ads or newsletters.

**Referrals**— Provide incentives for current customers to recruit new customers.

**Cause Marketing Programs**— Tie your product offering or service to a cause that is valued by current and potential customers.

**Contests or Sweepstakes**— Create incentives for your customers to review demo disks or for them to make an effort to promote your product or service.

**Spokesperson Presentations**— Pursue opportunities to speak at trade shows, regional association meetings and at affiliated-company customer conferences.

**Trade Show Participation**— Make your presence known at conferences with attractive and unique booth décor, product-related and desirable giveaways as well as staffing the booth with friendly, outgoing employees.

**Event Sponsorship**— Find events that will truly be appreciated by current and potential customers.

**Demo Diskettes**— Make your product easily accessible, attractive and transferable.

**K Squared Communications**

---

**6219 North Northwest Highway Chicago, Illinois 60631-1640**

(773) 774 7847

[www.ksqrd.com](http://www.ksqrd.com)