Instructions:
On the next page, you will find 8 categories of promotion with ideas for each. Write the ones that interest you on the lines below whether you are doing them now or not. What you write on this page can be the guidepost for your cross-marketing conversations!

Directories: _____ _____ _____ _____

Publications: _____ _____ _____ _____

Events: _____ _____ _____ _____

Meeting Logistics: _____ _____ _____ _____

Campaigns: _____ _____ _____ _____

Gifting: _____ _____ _____ _____

Community Outreach: _____ _____ _____ _____

Consulting: _____ _____ _____

Promotional Ideas

MELISSA FORZIAT EVENTS & MARKETING

Promotional Ideas

Directories

Walking Guides,
Online Guides,
Marketplaces

Campaigns

Postcards, loop giveaways, store challenges, scavenger hunts, crowdsourced photos, special hashtags, themed months, judged contests, Biggest fan and popularity contests

Publications

Newsletters,
Event Calendars,
Photo Albums,
Magazines

Gifting

Visitors, Birthdays,
New members/clients,
Anniversaries, Hard times,
Achievements

Events

Grand openings,
wine / beer tastings, meet and greets, fashion shows, galas, luncheons, discount days, free sample days, photo shoots or group photos, golf tournaments, filming with extras, launches, pop-up markets

Consulting

Info sessions,
Workshops, Paid services, service exchanges

Community Outreach

Holiday events,
Street fairs, Creating a sense of place,
Town festivals, Arts and cultural events,
Senior days, Family days, Nonprofit days,
Parades, Pub/Store crawls, Fun runs,
Pairing/Referring Members

Meeting Logistics

Venues, catering,
AV, photography, videography,
décor, event planning, sponsorship

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