

What Marketing Materials Do I Need For My Business?

THE BASICS

- LOGO
- WEBSITE
- EMAIL ADDRESS/ES
- SOCIAL MEDIA ACCOUNTS
- BUSINESS CARDS

CORPORATE BRANDING

- LETTERHEAD
- STATIONERY (FOLDERS, ENVELOPES, PADS, ETC.)
- SIGNAGES
- BROCHURES, FLYERS, AND POSTCARDS
- UNIFORMS
- PACKAGING & TAGS
- BRANDED MERCHANDISE
- SALES AND MARKETING MATERIALS

ONLINE/DIGITAL

- BLOG
- NEWSLETTER
- SOCIAL MEDIA POSTS
- BRANDED CONTENT AND DOWNLOADABLES
- ONLINE ADVERTISING
- BRANDED VIDEO
- PODCAST
- ONLINE EVENTS

OTHERS

- PRESS RELEASES
- BILLBOARDS AND OUT-OF-HOME MEDIA
- BOOTH OR KIOSK
- BANNERS AND STANDEES
- RADIO, TV, AND PRINT ADVERTISING

