



the
marketing
strategy
company



44 Ways to use Print Marketing:

Tips every Business should consider in their Marketing



44 Print Marketing Ideas



We have put this checklist together following our recent [Podcast](#) on Print Marketing, an often-forgotten strategy, as a guide to encourage businesses to think about more ways to attract prospects using Print Marketing. Because when you attract more prospects, you can convert them into buyers and then attract those buyers to become customers. Our "Checklist" Guide has been compiled across five broad categories:

- A. Card Products
- B. Promotional Items
- C. Booklets
- D. Corporate Stationery and
- E. Miscellaneous

While this checklist is comprehensive it's only a starter and we would love to hear additional suggestions on other strategies that have worked for you. Just email us at info@themarketingstrategy.co with your feedback.

While the checklist doesn't cover every possible strategy, it's still daunting thinking about all the options and not knowing where to start. The last thing we want is for you to just read the checklist, file it away for future use and not any new customers. So as an added bonus we have put together 3 simple steps to "Make It Happen" - it's on the very next page.

So, my challenge to you is to act - starting now. Read through the checklist and book an appointment with yourself every month to spend a couple of hours to make sure you "Make it Happen" and get all the new customers you need for your business.

Enjoy the checklist and check out our Episode 23 of the [Podcast](#) on Print Marketing!

Kym Heffernan

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The 3 Step “Make it Happen” Plan

Here’s our simple 3 step formula for you to attract exponentially more prospects in the next 12 months using the “44 ways to use Print Marketing Checklist”.

1. Put a yes/no in the “Currently Using” column corresponding to whether or not you have used any of these over the last 3 months.
2. Try implementing one of the print categories you haven’t tried yet and measure the amount of new prospects it generates your business (use the comment column).
3. Drop the strategies that generate no new prospects for three consecutive months and increase activity of the top strategies that attract the most new leads/ lowest the most prospects.



Congratulations - You now have all the “Make it Happen” steps to make the most of Print Marketing!

The “44 Ways to use Print Marketing” Checklist

CATEGORY	CURRENTLY USING (YES/ NO)	COMMENTS
Card Products		
Business Cards		
Branding Cards		
Membership Cards		
Marketing Cards		
Appointment Cards		
DL Marketing Cards		
Tent Cards		
Table Menus		
Bookmarks		
Greeting Cards		
Invitations		

CATEGORY	CURRENTLY USING (YES/ NO)	COMMENTS
Promotional Items		
Fridge Magnets		
Shelf Wobblers		
Branded 6 pack carriers		
Branded wine boxes		
Product Labels		
Giant Cards		
Event Stationery		
Notepads		
Pens		
USBs		
T-Shirts		
Booklets		
Brochures		
Catalogues		
Magazines		
Corporate Stationery		
Letterheads & Followers		
Compliment Slips		
Invoice & Statements		
Branded Envelopes		
Certificates		
Presentation Folders		
Branded Wallets		
Miscellaneous		
Brochures & Leaflets		
Gift Vouchers		
Reward Coupons		
Event Tickets		
Permits		
Branded Desk Pads		
Takeaway Menus		
Newsletters		
Promotional Calendars		
Gift Card Carriers		
Drink Coasters		
Door/Bin Hangers		

For more information on how to create effective marketing for your business, don't hesitate to give us a call on (02) 9125 0520 and book in an obligation free consultation or visit www.themarketingstrategy.co or email us at info@themarketingstrategy.co.