

Your Marketing Pillars

A Marketing Pillar is a channel that you use in your marketing.

It's tool or technique that is designed to garner a response from your target market.

Ideally you should aim to have 10 or more ACTIVE and managed pillars.

Affiliate Marketing

Affiliates

Articles In Other Magazines

Asking Existing Clients For Referrals

Auto Responders

Awards

Banner Retargetting

Blogs

Blogs Others

Brochures

Business Cards

CRM/Database = **ESSENTIAL**

Direct Mail

Discussion Groups

Email

Exhibitions

Facebook

Facebook ppc

Four Square

Google +

Google ppc

Introducers

Leaflet Drops

Letter Campaigns

Linked In

Linked In Adverts

Local Magazines

Local Papers

Joint Ventures

Networking

Newletters Printed

Newsletters Email

Papers

Pinterest

Post Cards

PR Articles

Premium Products = **TOP PILLAR**

Promotional Clothing

Promotional Other Cars, Pens Etc

Radio

Roller Banners

Seminars

Speaking

Sponsorship

Squeeze Pages

Strategic Partners

Telemarketing

Telephone

Testimonials

Testimonials Video

Text

TV

Twitter

Up-Sells

Video

Walk-ins Cold!

Webinars

Website

Yellow Pages Or Similar

YouTube