

# INTENTIONAL MARKETING

\*Do NOT implement tactics without first having a marketing plan and second, getting into the right mindset!

## Writing Tactics:

Informative Keyword Rich Blogs  
Email/hard copy newsletter  
Articles in Digital Magazines  
Advertising in Digital Magazines  
Articles on websites  
Comment on posts, blogs, forums  
Infographics, quizzes, surveys  
Document sharing

Press Releases  
Direct mail letter (lumpy mail)  
White Papers and eBooks  
Write a book  
Case studies  
Create FAQs  
Website copywriting  
Website and social SEO

Writing

## Speaking Tactics:

Webinars  
Podcasts/podcast guest  
Online course creation  
Live speaking  
Joint ventures  
Virtual summits  
Word of mouth  
Referral programs (Affiliates)  
Trade shows  
Attend conferences  
Outbound phone calls

Speaking

Marketing  
Tactics\*

Video

## Video Tactics:

Content video series  
Videos for ads  
Website videos  
Training or demo videos  
Online course videos  
Zoom call videos  
Roku TV show videos

Social  
Media

## Social Media Tactics:

Update profiles for brand consistency  
Manage Google my Business  
Ask for reviews - Google my Business and LinkedIn  
Facebook and/or LinkedIn advertising  
Google advertising  
Create a group on Facebook or LinkedIn