

<b>Marketing Tool</b>	<b>Strengths</b>	<b>Weaknesses</b>
<b>Sales Teams</b>	Face to Face, interactive, effective	Expensive for lead generation, only viable for high value sales
<b>Traditional:</b> Advertising, PR, direct mail and networking	Familiar and easily understood Printed adverts can have a long shelf life	Expensive media costs Networking is time consuming Needs the right medium to be effective
<b>Search Engine Optimisation (SEO)</b> The process of tweaking your website to achieve a high ranking on search engines such as Google.	Great if you get on the first page, search is often the first tool used Google Analytics is free and measures your websites performance	Reactive, so less suited if you are marketing a new product, service or concept Results take time, it can be very expensive and requires continuous investment. If ten competitors outspend you may struggle to get on the first page., if 10+ competitors can afford Pay per Click (PPC)
<b>Pay per Click (PPC)</b> The ads above and below the organic search results. Whether your advert appears is dependent on the keywords you have selected, how much you have bid for them and the quality ranking of your website.	Can get you on the first page quickly Cost effective if your keywords are unusual Maximum budgets can be set Google Analytics is free and measures your websites performance	Reactive, so less suited if you are marketing a new product, service or concept Popular keywords can be very expensive Some visitors mentally block out paid for entries
<b>Social Media</b> With over 50% of us active, it can be a powerful marketing tool. It's the digital "Word of Mouth" Sponsored (like PPC) posts can be accurately targeted based on interests. Organic posts are the most influential	Proactive marketing is good for selling new concepts You can communicate and respond to customers You can reach new audiences and special interest areas Customers can promote you! Easy to monitor performance	It can be time consuming, posts are needed every day, they need to be engaging. It takes time to build a following and to achieve results Platforms and rules are fluid, so you need to be nimble! Sponsored posting needs careful management to control costs
<b>Email Marketing</b> We are compulsive inbox checkers; email marketing takes advantage of this by getting your message inside that inbox. It is suitable whether you are targeting consumers or businesses.	Cost efficient and effective if suitably targeted Ideal for selling new products and concepts Equally effective for finding new customers or keeping in touch with existing ones Newsletters are useful for image building with E-shots used for promoting offers	Filters (automatic and human) can screen them out There are a lot of "bad lists" with inaccurate data giving poor results It can have a negative image – spam
<b>Affiliate Marketing</b> You can sell advertising space on your website to related companies directly or through an agency, or, you can place adverts for your business on other company's websites. Typically, a fee is paid whenever the advert is viewed, clicked on, or if a sale/lead is generated.	Money for nothing! Enables groups of small businesses to support each other Transparent and measurable	Limited income Can spoil the website appearance May encourage traffic to leave your website Time consuming to manage yourself
<i>"Advertising is the greatest art form of the twentieth century." Marshall McLuhan</i>	<i>"Advertising is the most fun you can have with your clothes on." Jerry Della Femina</i>	<i>"Advertising is the principal reason why the business person has come to inherit the earth." James R. Adams</i>