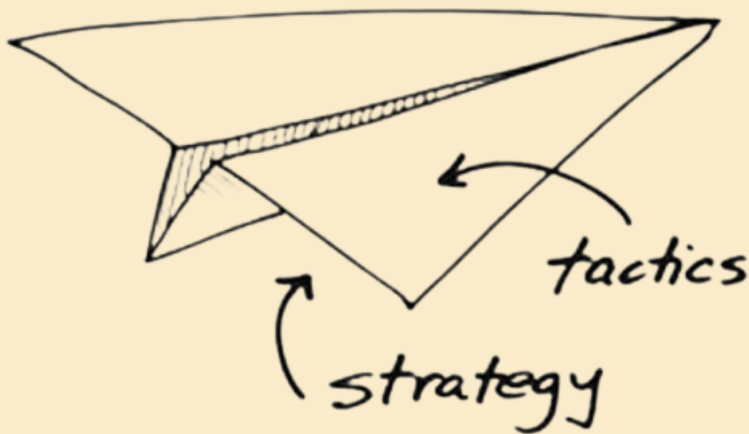


Messaginglab's Ever-Evolving List of Marketing Tactics



Marketing tactics are the strategic actions that promote a product or service, influence specific audiences to buy and thus achieve marketing goals.

We put together and update this resource to inform our life sciences clients on the possible ways they might communicate with their audiences (customers, investors, partners).

- Advertising (paid)
- Affiliate marketing
- Animated explainer videos
- Articles (published)
- Banner ads (paid)
- Billboards (paid)
- Blogs/Blogging
- Books/eBooks
- Brochures
- Bulletin Boards
- Business cards
- Business directory
- Catalog
- Classified ads
- Cold calling
- Content creation
- Content curation
- Courses/teaching
- Direct mail
- Flyers
- Email
- Email autoresponders
- Email signature
- Events
- Free consultations
- Guest blogging
- Infographics
- Influencers
- Landing page(s)
- Lectures/speaking
- Magazine ads (paid)
- Magazine articles
- Meetings
- Motion graphics
- Networking
- Newsletter
- Outdoor signage
- Pay-per-click advertising (paid)
- Podcasts
- Postcards
- Public relations

- Radio advertising (paid)
- Referrals/word-of-mouth
- Sales presentations
- Search engine optimization (SEO)
- Seminars/webinars/workshops
- Social media (paid)
- Special events
- Sponsorships
- Surveys
- Television commercials/informercials (paid)
- Testimonials/case studies
- Text messages
- Thought leadership content
- Trade shows
- Web site
- Website animations
- Video
- Voice SEO