

In collaboration with

**Young
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CORPORATION

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'Marketing 101'

(M)OTIVATION & (E)XECUTION

Let us make your business a brand!



Let us make your business a brand!

Types of Marketing

DIGITAL MARKETING

Social Media
Content Creation
Websites
Affiliate Marketing
Podcasts



DIRECT MARKETING

Word of Mouth
Mailers
Phone/Text SMS
Email
Printed Ads



BRAND PRESENTATION

Packaging
Brand(Look and Feel)
Ability to Deliver
Company Values
Experience



PRODUCT OR SERVICE

What your customer or client takes away from purchasing your product or service

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Digital Marketing

...when a business, company or organization uses technology or digital channels to market their product or service in hopes to reach their target audience.

- Social Media
- Content Creation
- Websites (SEO/SEM)
- Affiliate Marketing
- Podcasts

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Direct Marketing

...when a business, company or organization communicates directly to the public or potential consumer to market or sell a product or service

- Word of Mouth
- Mail
- Phone/Text SMS
- Post Card Mailers/Door Hangers
- Email Communications
- Newspaper Ad/Magazine Inserts

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Brand Presentation

...how a business, company or organization is represented, recognized and how it makes their target audience feel.

- Logo
- Colors
- Packaging
- Style (Look and Feel)
- Fonts
- Company Values
- Experience
- Ability to Deliver Customer Service

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Product or Service

...what a consumer receives as a result of purchasing from a business, company or organization.

- Quality
- Quantity
- Testimonials
- Returning Customers
- Loyal Customers/Followers

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