



MARKETING METHODS

YOUR MULTI-CHANNEL GROWTH PLAYBOOK

- 1 CREATIVE** Guerilla marketing strategies
- 2 SPEAKING ENGAGEMENTS** (as a guest or host)
- 3 WEBINARS** Live & Evergreen
- 4 VIRTUAL SUMMITS** Multi-speaker online events
- 5 STRATEGIC NETWORKING** Industry events, masterminds & peer circles
- 6 PHONE CALLS**
- 7 HIGH-TOUCH CLIENT EXPERIENCES**
Dinners, private events, & meaningful in-person moments
- 8 STRATEGIC GIFTING** Personalized, high-touch gifting at scale
- 9 TEXTING** and video texting
- 10 LEAD GENERATION & OPT-INS** Free gifts, templates, quizzes, assessments & challenges that build your database
- 11 SOCIAL MEDIA** Facebook, X, LinkedIn, Instagram, Pinterest, YouTube, Snapchat, TikTok
- 12 SUBSTACK** / Standalone newsletter dedicated as its own brand asset
- 13 LIVE SOCIAL COMMERCE** Selling in real time via TikTok Shop, Instagram Live, YouTube Shopping
- 14 CONNECTED TV** Netflix, Amazon Prime, Roku, Hulu
- 15 TRADITIONAL MEDIA** Radio, TV, Direct Mail, Print Ads, Billboards
- 16 PUBLIC RELATIONS** TV, magazine, radio, articles, podcast interviews, awards & industry recognition
- 17 BOOK AUTHORSHIP & PUBLISHING**
One of the most powerful authority-building tools a CEO has
- 18 THOUGHT LEADERSHIP** Articles, op-eds, LinkedIn long-form & media contributions
- 19 SEO Optimized BLOG**
- 20 PODCASTING** and Live-Streaming
- 21 GUEST-POST BLOGS** in your industry
- 22 NURTURE** Email leads with newsletters, good content, and offers
- 23 DIGITAL FUNNELS** Low price to higher price offers, or free content to phone call
- 24 AUTOMATION & CHATBOT MARKETING** ManyChat, AI-driven messaging sequences
- 25 AI-POWERED OUTREACH** Personalized video and messaging at scale
- 26 REFERRAL PROGRAMS**
- 27 PAID ADS** Facebook, Google, TikTok, LinkedIn, YouTube, X, Instagram with re-targeting
- 28 LEAD EVENTS** Workshops, mixers
- 29 Attend / Speak at TRADESHOWS**
- 30 COMMUNITY BUILDING** Forums, online and offline groups
- 31 Video PROMOTIONS**
- 32 SPONSORSHIPS**
- 33 JOINT VENTURES** and Affiliate Marketing
- 34 FOLLOW UP, Follow up, follow up!**