

Periodic Table of the Marketing Elements

SME ¹ Small Business Owner															10Y ² 10 Yetis						
DIR ³ Directory Listing	KW ⁴ Key Words															CA ⁵ Call to Action	IR ⁶ Incentivised Response	DY ⁷ Clear Concise Copy	EP ⁸ Enough Postage	HI ⁹ Postcard	QU ¹⁰ Quirky
OF ¹¹ Online Forums	SE ¹² Search Engine Optimisation															W ¹³ Who What Why When Where	SD ¹⁴ Something Different	DM ¹⁵ Direct Mail	SaP ¹⁶ Solve a Problem	SA ¹⁷ Shout about Success	FU ¹⁸ Fun
IL ¹⁹ Inbound Links	RC ²⁰ Relevant Copy	NA ²¹ News Agenda	Bml ²² Business Milestones	NF ²³ Never Fib	PB ²⁴ Piggy Back	BS ²⁵ Crisis Management	BM ²⁶ Broadcast Media	Ic ²⁷ Industry Comments	RP ²⁸ Regional Press	IA ²⁹ Interesting Angle	PR ³⁰ Public Relations	UP ³¹ Up Selling	BF ³² Be Friendly	PU ³³ Pop Up	DG ³⁴ Don't use Glitter	E2 ³⁵ Easy to Read	AF ³⁶ Affordable				
VM ³⁷ Viral Marketing	UD ³⁸ Up to date	AV ³⁹ Advertorial	SS ⁴⁰ Senior Spokespeople	EX ⁴¹ Exclusive	EN ⁴² Editors Notes	FP ⁴³ Forward Planning	OM ⁴⁴ Online Media	GP ⁴⁵ Good Photos	FU ⁴⁶ Follow Ups	RS ⁴⁷ Response Source	MP ⁴⁸ Media Page	LS ⁴⁹ Link Selling	TP ⁵⁰ To the Point	NL ⁵¹ Neuro Linguistic Programming	SF ⁵² Simple Font	4U ⁵³ Personalise	RD ⁵⁴ Results Driven				
BA ⁵⁵ Banner Ads	PN ⁵⁶ Prominent Contact Number	FF ⁵⁷ Forward Features	IQ ⁷² Interesting Quotes	Co ⁷³ Competition	TM ⁷⁴ Target Media	KS ⁷⁵ Case Studies	GE ⁷⁶ Good English	OM ⁷⁷ Online PR	SU ⁷⁸ Surveys	JM ⁷⁹ Journo Meeting	MS ⁸⁰ Media Sheet	H ⁸¹ How	GK ⁸² Gate Keeper	DC ⁸³ Decision Maker	TP ⁸⁴ Telephone Preference Service	OP ⁸⁵ One Page	DE ⁸⁶ Dependable				
RO ⁸⁷ Pay Per Click	ST ⁸⁸ Stickyness	PL ⁸⁹ Product Launch	PC ¹⁰⁴ Photo call	EV ¹⁰⁵ Events	CR ¹⁰⁶ Corp Soc Responsibility	IJ ¹⁰⁷ April Fools	GA ¹⁰⁸ Green Angle	SM ¹⁰⁹ Stakeholder Management	IT ¹¹⁰ Industry Trends												

CT ⁵⁸ Contra Deal	MW ⁵⁹ Motivated Workforce	CP ⁶⁰ Competitive Pricing	GB ⁶¹ Goody Bags	PLC ⁶² Product Life Cycle	MK ⁶³ Marketing Plan	CC ⁶² Customer Services	OV ⁶² Offers	BG ⁶³ Branding	EX ⁶⁴ Exhibitions	CB ⁶⁵ Chamber of Commerce	BE ⁶⁶ Referral Services	SP ⁶⁷ Sponsorship	US ⁶⁷ Unique Selling Point
VL ⁹⁰ Vehicle Livery	BL ⁹¹ Business Link	BG ⁹² BOGOF Promo	CM ⁹³ Customer Relationship Database	AS ⁹⁴ After Sales	ME ⁹⁵ Measure Results	FY ⁹⁶ Flyers	KY ⁹⁷ Know Your Customer	CL ⁹⁸ Literature	@ ⁹⁹ Email Branding	BN ¹⁰⁰ Networking Club	FB ¹⁰¹ Federation of Small Business	AM ¹⁰² Affiliate Marketing	AG ¹⁰³ Product Life Cycle

Key

	Business Owner		Telemarketing
	Online Marketing		Direct Mail
	Your Website Marketing		General Marketing
	Public Relations		10 Yetis



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