



BRIDAL BEAUTY BUSINESS BOOTCAMP

Course #7 Strategies & Tactics List



Strategies & Tactics - Complete List

- Instagram Marketing - Organic
- Facebook Marketing - Organic
- Pinterest Marketing - Organic
- Twitter Marketing - Organic
- LinkedIn Marketing - Organic
- YouTube Marketing - Organic
- Instagram Advertising
- Facebook Advertising
- Pinterest Advertising
- YouTube Advertising
- Search Engine Optimization (SEO)
- Google Adwords-Text Ads
- Google Adwords-Banner Ads
- Remarketing Campaign (Google & Social Media)
- Email Marketing
- Text Marketing
- Apps
- Review/Testimonial System
- List your Business on Google
- List your Business on Yelp
- Network on Other Facebook Pages
- Direct Mail to Brides
 - Postcards
 - Brochures
 - Cards/Letters
- Surprise & Delight
- Your Own Blog
- Be a Blog Contributor
- Tutorials
- Your Own Podcast
- Be a Podcast Guest
- Public Speaking
- Content Marketing-Videos
- Content Marketing-Ebooks/Reports
- Content Marketing-Newsletters
- Content Marketing-Giveaways
- Content Marketing-Contest
- Workshops
- Classes

- Open House
- Special Events
- Go to Networking Events
- Host Networking Events
- Seek out Joint Ventures
- Create an Affiliate Program
- Join Affiliate Programs
- Industry Websites
- Service Websites
- Local Websites
- Tumblr
- Reddit
- Chamber of Commerce
- Groupon
- Magazine Ads
- Local Publications
- Craigslist
- Press Releases
- Public Relations Campaign
- Media Appearances
 - Television
 - Magazines
- Styled Shoots
 - Seek Out
 - Organize Yourself
- Online Influencers-Organic
- Online Influencers-Paid
- IRL Influencers-Free Products/Services
- IRL Influencers-Surprise & Delight
- IRL Influencers-Shock & Awe
- IRL Influencers-Canvassing
- IRL Influencers-Cold Calling
- IRL Influencers-Direct Mail
- Bridal Shows
- Additional Products/Services
- Membership Options
- Subscription Options