

# **27 Marketing Ideas**

**Created By:**

**The Intelligent & Sexy MIA Members Who Attended The Post-NAC Conference Workshop “Hey, I’m Not Just An Accountant” In KL in November 2008 (One Of The Group Brainstorming/Breakout Sessions)**

**IDEAS:**

- 1. Affiliation Marketing**
- 2. Direct Selling**
- 3. Door-to-Door**
- 4. Telemarketing**
- 5. Product Launches**
- 6. Product Image**
- 7. Referrals**
- 8. Celebrity Spokesman**
- 9. Word-of-Mouth**
- 10. Paid TV/Radio Ads**
- 11. Product Bundle**
- 12. Promo Flyers**
- 13. Complimentary Promotional Services**
- 14. Souvenirs**
- 15. SMS Messages**
- 16. Samples**
- 17. Email Marketing**
- 18. Website**
- 19. Billboard**
- 20. Awareness Program**
- 21. Ad in Industry Magazine**
- 22. Sponsorship**
- 23. Viral Marketing**
- 24. Road Show**
- 25. Networking**
- 26. Product Ambassadors**
- 27. Press Release**