

INTEGRATED MARKETING CHECKLIST

YOUR LEADING CONSUMER INSIGHTS:

Source: _____

YOUR MAIN PLATFORM:

PAID

- Traditional advertising (TV, print, visual merchandising, out of home, collateral, direct mail, product integration)
- Digital advertising (paid search, paid display, native advertising)
- Social media promotion (promoted content, lead ads, paid influencers)
- Events and sponsorships

SHARED

- Social channel optimization
- Shareable content (images/memes, GIFs, video, infographics)
- Earned media amplification
- Employee or community advocacy

EARNED

- Media relations (stories and segments)
- Earned online media (blog and website placements)
- Media preparation (optimized online press room, crisis preparedness, media training)
- Media monitoring

OWNED

- Digital properties (website, app, online press room, blog, CRM)
- Employee communications (intranet, internal blog, newsletter)
- Publications
- Community management (forums, customer service channels, social media communications)
