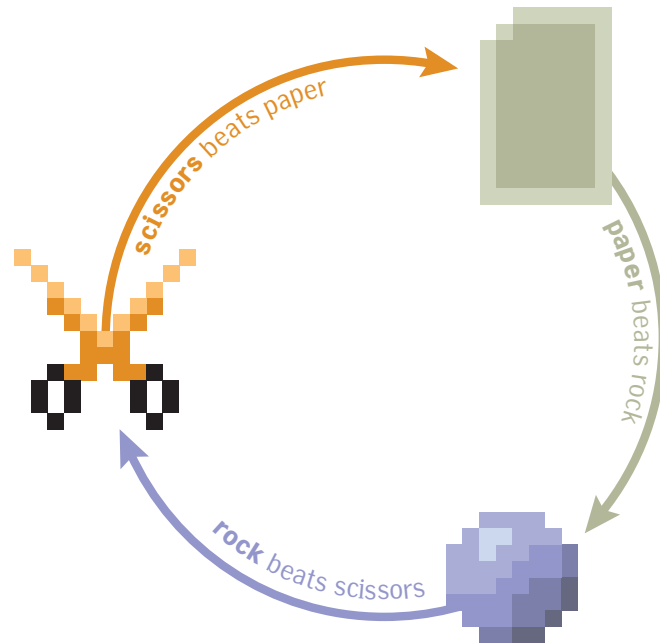


April 24, 2008

Successful Communications



Three Modes of Successful Communications

All marketing and communications programs should use a combination of the three modes of reaching target audiences. Just like the childhood game “Rock, Paper, Scissors,” some modes of communications will be stronger than others. Here’s a summary of the key components we suggest when creating new marketing and communication campaigns.

1. Rock On-site: Physical Promotions

- Events
- Performances
- Signs
- Billboards
- Exhibits
- Banners
- Tent cards
- Posters
- Plasmas screens
- Kiosks
- Giveaways
- Floor graphics

2. Paper In Print: The Written Word

- Brochures
- Flyers
- Annual reports
- Books
- Post cards
- Direct mail
- Newsletters
- Invitations
- Letters
- Press releases

3. Scissors On-Line: Cutting Edge Technology

- HTML emails
- PDFs
- Widgets
- YouTube videos
- Flash animation
- Interactive modules
- Social networking
- Websites, weblets, minisites
- Podcasts/MP3s
- Projected signage
- Blogs
- PowerPoint/Keynote presentations

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