

# COMMUNICATION VARIABLES CHECKLIST

## Direct Mail

✓	Postcard
	Letter package
✓	Dimensional
✓	Overnight
	QR Codes
✓	Hand Written
	Personalized Inserts

## LinkedIn

✓	Retargeting
	Matched Audience
✓	Sales Navigator
	Sponsored Updates
✓	InMail
✓	Post on Feed

## Paid Search

	Google Adwords/Ad Groups
✓	Competitor Campaign
	Vertical Campaign
✓	Geo Targeting
✓	Call Extensions
	Callout Extensions
✓	Structured Snippet Extensions
	Google Display Network
	Standard Display Remarketing
	Search Remarketing

## SEO/Website

	Organic Search
	Site vs. Content
	Link Building / Referrals

## Email

✓	Campaign Driven (automated)
	Rep Driven (manual)
	With Graphics
✓	Text Only
✓	Drip/Nurture
	Third Party (pubs)

## Sales Enablement

✓	Website
	Case Studies
✓	Explainer Videos
✓	Fact Sheets
	Testimonials
✓	Pitch Deck
	Script

## Other

	Event Sponsorship
✓	Website Advertising
	Editorials
✓	Online Display
✓	E-Newsletter Sponsorship
	Tradeshows / Events
✓	Teleprospecting
	Mobile Geofencing

## facebook

	Display
	Lookalikes
	Retargeting
	Hyper-targeting
	Post on Feed

# COMMUNICATION VARIABLES CHECKLIST - BLANK

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