

MAXIMIZE YOUR MARKETING 3.4

PAID MARKETING CHANNELS

Review the list of options for paid advertising. Add details of channels or publications that are relevant to your business, customers, and industry.

RADIO

TELEVISION

PRINT

BILLBOARDS

GOOGLE ADS

DIGITAL ADS

SOCIAL MEDIA PAID ADVERTISING

YOUTUBE ADS

BONUS BRAINSTORM

Do you have events, stories, and specials that could be featured in the local news? Content-rich feature stories or earned media coverage are perfect opportunities for you to showcase your business, free of charge, to that marketing channel's audience. Plus, this content increases your asset library and online presence. Press releases are the traditional method to notify media contacts of newsworthy happenings in your business. Even better, establish relationships with media contacts you can reach directly through email and phone.

Develop an internal document to organize your press contacts. This resource helps you easily reach out and share information.



MEDIA KIT RESOURCE EXAMPLES

Paid marketing channels have in-house experts and resources to support the creative development and analytic tracking of your marketing campaign's performance. Check out these examples; explore others from channels you'd like to use.

Effectv / Com Cast Media Kit:

<https://yousenditcc.s3.amazonaws.com/Effectv%20Media%20Kit.pdf>

National Public Media Information:

<https://www.nationalpublicmedia.com/audience/>

iheartmedia Advertising Info:

<https://www.iheartmedia.com/stations?market=ROANOKE-VA>

Visit Virginia's Blue Ridge Media Kit:

https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/roanoke/2021_Media_Kit_aef2b54b-9497-487a-b5df-c03e3887342d.pdf

LAMAR Advertising Roanoke-Lynchburg

<https://www.lamar.com/Roanoke/HowToAdvertise>

