

KGC MARKETING COMMUNICATION METHODS

*Marketing Communications Is the Use of Communication Techniques
To Achieve Marketing Objectives*

Communication Methods include, but are not limited to:

1. Advertising

- a. Theme
- b. Objective
- c. Design & Art Direction
- d. Placements

2. Photo Journalism

- a. Article Development
 - i. Type
 - 1. Technical
 - 2. Human interest
 - 3. Historical
 - ii. Copy writing
 - iii. Support Photography & Graphics
- b. Publication Placement
- c. Cover Photos

3. Branding

- a. Company
 - i. Logos
- b. Product
 - i. Image, advantages, uniqueness

4. Events & planning

- a. Technical Seminars
- b. Education Programs/Courses
- c. Conferences
- d. Training programs
- e. Trade Shows
 - i. Coaching staff for exhibits, interview preparation
- f. Meetings
- g. Promotional Materials

5. PR activities

- a. Press Events
- b. Press Releases
- c. Email blasts
- d. Public Service Announcements
- e. Holding statements
- f. Newsletters
- g. Graphic designs
- h. Signage
- i. Social Media
- j. Website development

6. Presentations

- a. Keynote Addresses
- b. Public speaking
- c. Speech writing
- d. Technical presentations
- e. Sales presentations

7. Publications

- a. Literature - theme (company or product) objective/purpose, design, photography, text, fulfillment.
 - i. Brochures
 - ii. Flyers
 - iii. Direct Mail
- b. Magazines
 - i. Publishing & Editing
 - ii. Distribution

8. Videos

- a. Planning
- b. Scripting
- c. Recording
- d. Editing