

# Marketing Bingo

Passive		←			→		Active		
<b>1</b> <input type="checkbox"/>	Branding/ icon	<b>6</b> <input type="checkbox"/>	Direct mail	<b>11</b> <input type="checkbox"/>	Use agent/ recruiter	<b>16</b> <input type="checkbox"/>	Offer discounts/ coupons	<b>21</b> <input type="checkbox"/>	Networking/ referrals
<b>2</b> <input type="checkbox"/>	Business card	<b>7</b> <input type="checkbox"/>	Newsletter	<b>12</b> <input type="checkbox"/>	Elevator pitch	<b>17</b> <input type="checkbox"/>	Underwrite/ sponsor events	<b>22</b> <input type="checkbox"/>	Trade shows
<b>3</b> <input type="checkbox"/>	Brochure	<b>8</b> <input type="checkbox"/>	Signage	<b>13</b> <input type="checkbox"/>	Cold calls	<b>18</b> <input type="checkbox"/>	Podcasts, webcasts, blogs	<b>23</b> <input type="checkbox"/>	Be elected leader of industry group
<b>4</b> <input type="checkbox"/>	Listings on others' sites	<b>9</b> <input type="checkbox"/>	Website	<b>14</b> <input type="checkbox"/>	Target industry sectors; use library databases	<b>19</b> <input type="checkbox"/>	Write articles	<b>24</b> <input type="checkbox"/>	Offer free consultations, presentations
<b>5</b> <input type="checkbox"/>	Promotional giveaways	<b>10</b> <input type="checkbox"/>	Social media: LinkedIn, Facebook, Twitter...	<b>15</b> <input type="checkbox"/>	Join industry groups	<b>20</b> <input type="checkbox"/>	Volunteer in industry groups	<b>25</b> <input type="checkbox"/>	Get awards and other recognition for work