

MEDIA CHART 2.0	OFFLINE	ONLINE
<p>PUSH (you reach out to market)</p>	<p>advertising (broadcast), advertising (space), brochure, catalog, coupons, direct mail (static), direct mail (variable), directory, event/trade show, local deals, newspaper inserts, newsletter, organizations, outdoor (billboard, transit stations/shelters), POS/POP, posters, product placement, product/service reviews, sales personnel, signage, specialties, spokespeople, sponsorship, store, in-store environment/interior design, storefront, telemarketing, training, transactional/transpromotional, vehicle wraps, white paper</p>	<p>advertising (web), brochure, catalog, coupons, direct e-mail, direct mail (variable), directory, event/trade show, in-game advertising, local deals, location-based social media, newsletter, organizations, product placement, public relations, radio program, podcast, RSS (real simple syndication, like news feed), search engine optimization, search, mobile, search, paid, smartphone/tabletPC apps/widgets, SMS/MMS (text messaging), spokespeople, sponsorship, training, transactional/transpromotional, Web site, Web site (mobile), web storefront, Webinars, white paper, YouTube video</p>
<p>PULL (market comes to you)</p>	<p>advertising (broadcast), advertising (space), brand name/company reputation/image, business development/consultation, catalog, dealer-distributors, event/trade show, loyalty programs, newspaper inserts, newsletter, public relations, sales personnel, sponsorship, telemarketing, training, user groups, white paper, word of mouth</p>	<p>advertising (broadcast), advertising (web), blog, brand name/company reputation/image, catalog, crowdsourcing, direct e-mail, direct mail (variable), event/trade show, location-based social media, loyalty programs, market research, newsletter, public relations, radio program, podcast, search engine optimization, SMS/MMS (text messaging), social bookmarking, social media (Facebook, Twitter), social media (mobile), spokespeople, sponsorship, training, user groups, Webinars, white paper, word of mouth, YouTube video</p>
<p>PARTICIPATIVE (collaborative, interactive)</p>	<p>associations, business development/consultation, dealer-distributors, event/trade show, market research, organizations, sales personnel, telemarketing, training, user groups, word of mouth</p>	<p>associations, blog, brand name/company reputation/image, crowdsourcing, event/trade show, location-based social media, loyalty programs, market research, organizations, product/service reviews, public relations, radio program, podcast, SMS/MMS (text messaging), social bookmarking, social media (Facebook, Twitter), social media (mobile), spokespeople, training, user groups, Webinars, word of mouth</p>

From "Does a Plumber Need a Web Site?": *Mad Dentists, Harried Haircutters, and Other Edgy Entrepreneurs Offer Promotion Strategies for Small and Mid-Size Businesses*
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OFFLINE
ONLINE

	Push	Pull	Participative	Push	Pull	Participative
advertising (broadcast)	x	x		x	x	
advertising (space)	x					
advertising (web)						
smartphone/tablet/PC apps/widgets				x		
associations			x			x
blog					x	x
brand name/company reputation/image		x		x		x
brochure	x					
business development/consultation			x			
catalog	x	x		x		
coupon	x					
crowdsourcing					x	x
dealer-distributors			x			
direct e-mail				x		
direct mail (static)	x					
direct mail (variable)	x			x		
directory	x			x		
event/trade show	x	x	x	x	x	x
in-game advertising				x		
local deals	x					
location-based social media				x		x
loyalty programs		x				
market research			x			
newspaper inserts	x	x		x		
newsletter	x	x		x		
organizations	x		x			x
outdoor (billboard, transit stations/shelters)	x					
POS/POP	x					
product placement	x					
product/service reviews	x					x
public relations		x		x		
radio program, podcast				x		
RSS (real simple syndication, like news feed)				x		
sales personnel	x		x	x		
search engine optimization				x		
search, paid				x		
search, mobile				x		
signage	x					
SMS/MMS (text messaging)				x		x
social bookmarking				x		x
social media (Facebook, Twitter)				x		x
social media (mobile)				x		x
specialties	x					
spokespeople	x					
sponsorship	x	x		x		
storefront	x					
store, in-store environment/interior design	x					
telemarketing	x	x	x			
training	x	x	x	x		x
transactional/transpromotional	x					
user groups			x	x		x
vehicle wraps	x					
Web site				x		
Web site (mobile)				x		
web storefront				x		
Webinars				x	x	x
white paper	x			x		
word of mouth			x			
YouTube video				x		