

## 37 Opportunities to find a customer

Activity	Trial Date	Cost per lead	Cost per sale
Leaflets			
Direct Mail			
6 sheets			
Bus advertising			
Catalogue/Brochure/pricelist			
Business/discount cards			
Contacts/Affiliates			
Facebook Ads			
Facebook Page			
Events			
Email			
Celebrity endorsement			
Discovery Days			
Exhibition			
Field/Telesales			
Google Ads			
Google my business			
Google re-marketing			
Instagram			
Linked-In			
Live chat			
Merchandise			
Print adverts			
Press release			
Radio			
Referral			
Reviews			
Sandwich Boards			
SEO			
Text/SMS			
Sponsorship			
TV Ads			
Vehicle signage			
Videos			
Website			
You Tube			
5 Either side			