

INTEGRATION

WORKSHEET

Possible Channels for Integration

Marketing Channels:

- Television Advertising
- Radio Advertising
- Print Advertising
- Outdoor Advertising
- Content Marketing: Blogs, articles, videos, infographics, etc
- Social Media Marketing
- Email Marketing
- Affiliate Marketing
- Influencer Marketing
- Display Advertising
- Mobile Marketing
- Video Marketing
- Search Engine Marketing (SEM)

Sales and Distribution Channels:

- Retail Stores

E-commerce

Direct Sales

Public Relations and Earned Media:

Media Relations

Content Syndication

Word-of-Mouth

User-Generated Content (UGC)

**Possible Formats
for Integration**

Standardized Replicable Format: Utilizing standardized elements that can be replicated across different locations

Tiered Application: The experience scaled in size to multiple markets globally, nationally, regionally, or locally

Technology & Digital Integration: Tech elements like live streaming, AR, mobile apps, and other enhancing elements allow for additional content, interaction, and engagement which can be accessed anywhere.

Professional Content captured onsite

Local Partnerships: Collaborate with local influencers, businesses, and organizations to adapt the experience to different regions while maintaining the core elements.

Global Partnerships: Partner with global entities to replicate the experience in different countries with localized adjustments.

Experience Kits: Create kits that include all necessary materials and instructions for setting up the experience in various locations. This can include branded materials, interactive elements, and guidelines.

Customizable Assets: Provide customizable digital and physical assets that can be tailored to different audiences and locations.