

Betting on EVOLUTION

HOW TO PLAY:

To begin, stack one poker chip for every \$10,000 in marketing budget currently allocated to each tactic. Once the board is set, take turns moving stacks of chips around on the board based on your ideas for budget reallocation.

Marketing planning
and research



Digital content
(blogs, gated
downloads,
interactive tools)

Custom
publications and
newsletters



Email

Marketing
automation and
lead gen



Direct mail

Website/landing
page dev and
maintenance

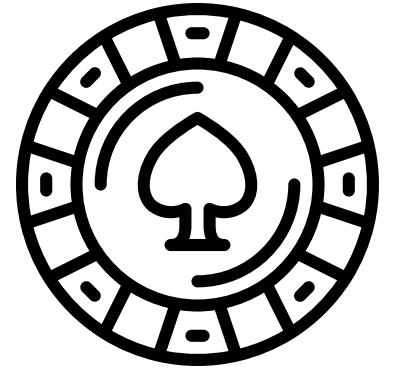
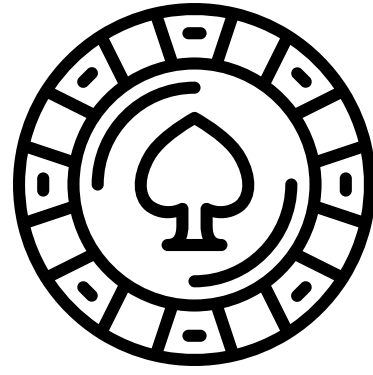
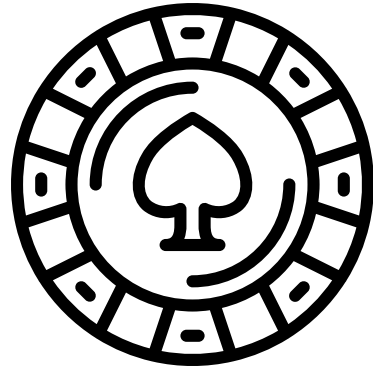
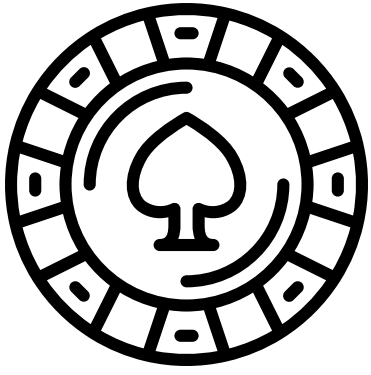


App development

Video and audio
content



Internal
communication



**Sales collateral/
enablement**



SEO

**Analytics/data
analysis**



Print advertising

PR/media relations



TV advertising

Event marketing



**Social media/
influencer marketing**

Search advertising



Paid social

Display advertising



Other:
