

MARKETING ACTIVITY DEFINITIONS



ADVERTISING	Online and offline advertising. PPC, Social media ads, TV, Radio, Newspaper ads
ARTICLES	Magazines, Publications
AUDIO/ VIDEO/VISUAL	Youtube, Podcast, Recordings on Website, Infographics
BAR ASSOCIATION	Memberships, Committee roles
BLOG	Topics, Article drafting, Publishing, Website blog creation, Guest blog posts
CRM	Contact Management System, Software for contact and client tracking and management, activity scheduling
ENTERTAINMENT	Lunches, Dinners, Events, Parties
EVENT ATTENDANCE	Conferences, Summits, Client events, Retreats
NEWSLETTER	Mailing List, Content crafting, Designing & Distributing
MEMBERSHIPS	Memberships and contributions in local or regional organizations
SEO	Creating new content, Website optimization, SEO tools, Webpage linking
SOCIAL MEDIA	LinkedIn, Twitter, Facebook posting and networking
SPEECHES/ WEBINARS	Seminars, Presentations, CLEs
WEBSITE DEVELOPMENT	Web content & design, Lead conversion, SEO friendliness, Content offering

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