

RELATIONS	MARKETING MIX	PROMOTIONAL MIX	OBJECTIVE	MEDIA TYPE	CHANNEL TYPES	CHANNELS	TARGETING	TARGETING TYPES
CONSUMER RELATIONS	PROMOTION	ADVERTISING	AWARENESS	PAID	VIDEO	NETWORK TV	DEMOGRAPHIC	AGE
PUBLIC RELATIONS	PRODUCT	DIRECT MARKETING	ENGAGEMENT	EARNED	AUDIO	CABLE TV	BEHAVIORAL	GENDER
	PRICE	SALES PROMOTION	CONVERSION	OWNED	PRINT	DIGITAL TV	DAYPART	PARENTAL STATUS
	PLACE	PUBLICITY	LOYALTY		OUT-OF-HOME	ON-DEMAND VIDEO	CONTEXTUAL	INCOME LEVEL
		PERSONAL SELLING	ADVOCACY		SEARCH	SPOT RADIO	RETARGETING	BROWSING HISTORY
					SOCIAL	LIVE READ RADIO	CUSTOMER MATCH	PURCHASE HISTORY
					DISPLAY	ONLINE RADIO	LOOKALIKE	TIME OF DAY
					PRESS	PODCASTS	LOCATION	DAY OF THE WEEK
					EVENTS	NEWSPAPER		INTERESTS
					GUERRILLA	MAGAZINE		DMA
					WEBSITES	BILLBOARDS		COUNTRY
					BLOGS	TRANSIT/STREET		STATE/TERRITORY
					MOBILE APPS	POSTERS		CITY
					CRM	GOOGLE ADS		ADDRESS
					BRICK & MORTAR	BING ADS		ZIP CODE
					ECOMMERCE	AMAZON ADS		IP ADDRESS
					REPUTATION	SEO		EMAIL
					EMPLOYEES	FACEBOOK		PHONE
					PARTNERS	INSTAGRAM		GEOFENCE
					COLLATERAL	TWITTER		BEACON
					WORD OF MOUTH	LINKEDIN		
						SNAPCHAT		
						PINTEREST		
						REDDIT		
						DISPLAY NETWORKS		
						AD EXCHANGES		
						DIRECT-TO-PUBLISHER		
						NATIVE ADS		
						DIRECT MAIL		
						EMAIL		
						MESSAGING		
						AMAZON		
						ONLINE STORE		
						GOOGLE MY BUSINESS		
						YELP		
						GLASSDOOR		