

Visibility Tactics

earned

Legwork, elbow grease and relationships make these opportunities happen– these do not (usually!) require pay for placement.

- Media: News, Reviews, Features, Trends
- Media: Broadcast
- Podcasts (Guest placement)
- Speaking opportunities
- Earned influencer awareness
- Word-of-Mouth
- By-lined Articles
- Executive thought leadership
- Media/Influencer immersion events
- Likeminded brand partnerships
- Analyst relations
- Guerilla events/stunts

paid

“Paid” is not a dirty word- these channels can be an incredibly time- and cost-effective way to control your message and drive action.

- Sponsored content
- Influencer engagements
- Traditional ad buy
- Trade show
- Satellite Media Tour
- Video New Release
- MAT release
- Affiliate program
- Sponsored athletes/teams
- Event activations/sponsorships
- Paid brand partnership
- TV/Film product placement
- Goodie bags/gifting suites
- In-store activation

owned

Your own “Field of Dreams”- you own these awareness channels, so use them wisely!

- Company blog
- Company podcast
- Social channels
- Videos
- E-books
- Website/SEO
- Newsletters
- Packaging/inserts
- Webinars
- Livestreamed events
- Mobile apps
- Owned consumer or industry event
- Customer experience
- Company culture
- Customer reward program

With so many options, it's easy to get distracted. Elevation Strategy is the only full-service visibility agency 100% dedicated to the human performance space. If your company helps people perform better at home, at work or at play, we can help you focus your efforts and build a future-proof brand. **Let's talk!**

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