

MARKETING TOOLS

Who are your clients? Or better, who do you want as clients?
What do those prospective clients expect their architect to be like?
How can you get the attention of those prospective clients?

Start with Image

Firm Name
Logo
Stationary
Website
Office/Location
Domain name



Chamber of Commerce
Country club
Non-profit board
Business org.
Pro bono work



Networking Comes Next

Social Media

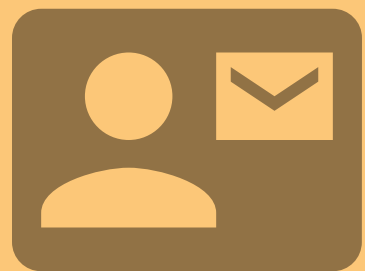


Do your clients use it?

Facebook
Twitter
LinkedIn
Pinterest

Outbound Marketing

Direct Mail
USPS Every Door Direct Mail
Direct E-mail



Publishing



Blog
Newsletter
E-book

Advertising

Print Advertising
Guerrilla Advertising
Broadcast Advertising
Online Advertising
Houzz?

