



Professional Development (PD) Marketing —The Continuum—

This continuum represents a variety of marketing options and provides a rough estimate of cost and time expenditure.

Low Cost
Minimal Time

High Cost
Time Intensive

Smiles	Branding/ Identity	Branding and Brand Name Awareness	Direct Mail (e.g., postcards)	Events
Coordination/ Networking with Others	Gear and Giveaways	PowerPoints	Posters	Sponsorships/ Incentive Plans
Key Messages/ Themes/Talking Points	Newsletters	Case Studies	Brochures	Displays/ Booths
Enthusiasm	Phone Calls, E-mail Outreach	Fact Sheets, Information Cards	Toolkits	Advanced Offerings (Paid Advertising, Web-Based Products, DVDs)

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