

Approach Methods for Channel Marketing

1 **Pre-Approach Letters**

2 **Newsletters
(Paper & Electronic)**

3 **Roundtables**

4 **Associations**

5 **Networking**

6 **Referrals**



7 **Article Publication**

8 **Centers of Influence**

9 **Focus Groups**

10 **Safety Seminars /Risk
Management Workshops**

11 **Speeches**

12 **Clipping Files
(Paper & Electronic)**

13 **Social Network**