
GRIPIT FLOSS HOLDER

Marketing, PR and Communications Plan

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- Mail Gripit Floss Holders, Conduct Interviews and Collect Endorsements
- Search Engine Marketing and Search Engine Optimization
- Banner Advertising and Links
- Distributor and Affiliate Marketing, including Conferences, Special Events and Industry Publications
- Direct and Email Marketing
- Word of Mouth Marketing
- Traditional and Online Media Outreach
- Blogs

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