BD20 Marketing Code Set

Communication of the value of a product, service or brand to customers or consumers for promoting or selling that product, service, or brand.

BD20.10 Listings and Directories

Maintaining the accuracy of and participation in listing and directories of firm information, practitioner skills, abilities and biographical information.

BD20.15 Honors and Awards

Obtaining and maintaining accurate information regarding firm or practitioner honors, awards, and recognitions in order to assure appropriate promotion for marketing purposes.

BD20.20 Database Management (CRM)

Operating computer programs or database management systems (DBMS) that catalog, index, locate, retrieve, and store data, maintains its integrity, and outputs it in the form desired by a user. Its overall purpose is to organize and manage data, and make it available on demand.

BD20.25 Graphic Design

Designing and producing graphical content for internal and external communications including templates, client alerts, newsletters, event materials, announcements, pitches, brochures, reports, fact sheets, posters, web and other marketing materials.

BD20.30 Content Management

Managing the strategy, creation and distribution of messages or statements to the public by any means such as web site, social media, blog, print, radio, television, etc.

BD20.30.10 Content Strategy

Developing and the strategy governing the development and distribution of messages or statements to the public.

BD20.30.15 Content Development

Development of marketing or promotional materials, content and messages.

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BD20.30.20 Content Distribution

Communicating or making available a message or statement to the public by any means such as print, radio, television, internet, etc.

BD20.35 Public (Community) Relations

Managing the spread of information between an individual or an organization and the public, generally at no cost, to inform the public, prospective customers, investors, partners, employees and other stakeholders and ultimately persuade them to maintain a certain view about the organization, its leadership, products, or decisions.

BD20.40 Media Relations and Strategy

Linkages with the media personalities and resources that facilitate an organization receiving favorable, timely, and widespread editorial coverage. Use of appropriate media mix to achieve optimum results from an advertising campaign. It includes assessing value or return on investment (ROI) from advertising.

BD20.45 Event Planning and Management

Planning and coordinating events. It includes budgeting, scheduling, staff selection, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, managing registrations/attendance, arranging decor, event security, managing invitations and invitee lists, catering and emergency plans.

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