	Business Models								
	Advertising	Affiliate	Brokerage / Marketplace	Community (e.g. Freemium)	Infomediary	Manufacturer (Direct)	Merchant	Subscription (e.g. SaaS)	Utility (e.g. On-demand)
Affiliate Programs									
Business Development									
Community Building									
Content Marketing									
Email Marketing									
Engineering as Marketing									
Existing Platforms									
Offline Ads									
Offline Events									
Public Relations									
Sales									
Search Engine Marketing									
Search Engine Optimization									
Social & Display Ads									
Speaking Engagements									
Trade Shows									
Targeting Blogs									
Unconventional PR									
Viral Marketing									
	Advertising	Affiliate	Brokerage / Marketplace	Community (e.g. Freemium)	Infomediary	Manufacturer (Direct)	Merchant	Subscription (e.g. SaaS)	Utility (e.g. On-demand)