# Choosing Your Marketing Channels

A practical framework for matching your audience, offer and customer journey.

**WHERE YOUR BUSINESS COMES TO LIFE!**

01 / MARKETING CHANNEL SELECTION GUIDE

# Define the decision before the channel

## 01 The buyer

Who needs the offer, and what situation makes it useful?

## 02 The next action

Choose the customer action the campaign should support.

## 03 The available resources

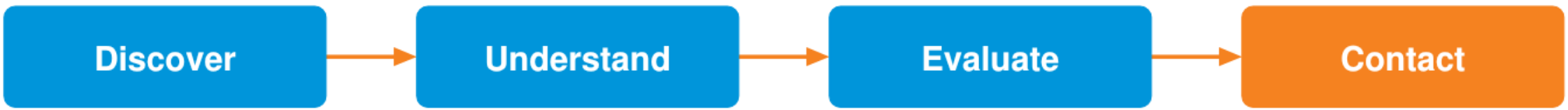
Record budget, time, creative assets and follow-up capacity.

Type your answers in the fields, then save a copy. You can also print this worksheet.

# Different channels serve different roles

| Channel role | Possible activity | What to prepare |
|---|---|---|
| Capture an existing need | Search, service pages and local visibility | A clear offer and useful destination |
| Introduce the business | Social, video and display advertising | A message that makes the offer relevant |
| Reach a defined area | Print, direct mail or outdoor media | Audience fit and a response path |
| Support a longer decision | Useful content and requested follow-up | Relevant information and a next step |

# Map the buyer's next decision




Recognize the business.

Learn what the offer does.

Check fit and useful evidence.

Take the next step.

A customer may enter at any stage. Plan channels around the information they need.

# Check whether the channel is ready

**Audience fit**

Explain how the channel reaches the buyers you want, rather than choosing it only because it is familiar.

**Destination fit**

Make sure the page, phone line or inquiry route matches the offer and is ready to receive response.

**Delivery fit**

Confirm the creative formats, budget scope and responsibilities before committing to the activity.

# A channel test planning sheet

| Decision | What to record | What to review |
|---|---|---|
| One primary activity | Audience, offer and channel | Does it match the objective? |
| Supporting activity | Content or follow-up that helps | Is the next step consistent? |
| Cost and timing | Approved scope and review date | Are all costs included? |
| Outcome | A useful action and inquiry quality | What should change next? |

# Your channel selection brief

## 01 Primary channel and reason

Name the activity and explain its fit with the buyer.

## 02 Supporting materials

List the destination, creative and follow-up needed.

## 03 Review decision

Choose the measure, owner and date for reviewing the test.

Type your answers in the fields, then save a copy. You can also print this worksheet.

YOUR NEXT STEP

# Let us help with your next step

Required Marketing Group can help connect your audience, creative and media plan. Bring your objective, available budget and existing materials.

## Request a consultation

**www.requiredmarketing.com**

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