

Your guide to online marketing

Digital Marketing Channels 101









| Channel | Cost | Effort | Results | Quality | Volume | Pre-post conversion | Explanation |
|---------------------------|------|--------|-------------|---------|---------------------------|---------------------|---|
| Organic search | * | *** | Long-term | *** | ** | Pre-conversion | <ul style="list-style-type: none"> Foundational channel Consistent effort required |
| Paid search | *** | * | Short-term | ** | Depends on <u>spend</u> | Pre-conversion | <ul style="list-style-type: none"> High-intent channel Delivers immediate results Can experiment with messaging |
| Organic social media | * | *** | Long-term | ** | * | Pre-conversion | <ul style="list-style-type: none"> Community-building Consistent effort required |
| Paid social | *** | * | Short-term | ** | Depends on <u>spend</u> | Pre-conversion | <ul style="list-style-type: none"> Targeted audience-specific Delivers immediate results Can experiment with messaging |
| Display | *** | * | Short-term | * | Depends on <u>spend</u> | Pre-conversion | <ul style="list-style-type: none"> Brand awareness channel Short-term results Stay top-of-mind |
| Traditional offline media | *** | *** | Short-term | * | Depends on <u>spend</u> | Pre-conversion | <ul style="list-style-type: none"> Brand awareness channel Short-term results Stay top-of-mind |
| Performance marketing | * | ** | Medium-term | *** | Depends on <u>product</u> | Post-conversion | <ul style="list-style-type: none"> Brand awareness Third-party product endorsement Sustainable cost-effective results |
| Email marketing | * | ** | Short-term | * | * | Pre-conversion | <ul style="list-style-type: none"> Database-driven Awareness, targeted channel |

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Channel best practices

| | Organic search | Paid search | Organic social | Paid social | Display | Traditional media | Performance marketing | Email |
|--|----------------|-------------|----------------|-------------|---------|-------------------|-----------------------|-------|
| Awareness | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition of need | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Urgency* <small>*Manmade or natural cycles</small> | | | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Benchmarking | | | | | | | ✓ | |
| Terms of sale | | | | | | | ✓ | ✓ |

Building a digital campaign

-  1. Have a clear goal and ensure your product and customer journey support it
-  2. Know the power and purpose of each digital channel in your marketing mix
-  3. Apply the right formula for how they work best together
-  4. Develop the content and message for each part of the formula
-  5. Ensure proper technical set up of channels and campaigns
-  6. Measure, analyze and iterate!