

MARKETING CHANNEL TYPES

This is a comprehensive list of marketing channels as of the time of writing. Given the rapidly evolving world of marketing, there will always be new marketing channels or new ways to use existing channels or media. However, we hope that this list provides a solid starting point to your comprehensive channels research process.

ONLINE PRESENCE

Corporate presence and its components

- Websites
- Blogs
- User community sites
- Organic discovery through search engine optimization
- Content sites
- RSS feeds
- Interactive demos or product previews
- Interactive assessments

Third-party hosted online content

- Virtual worlds
- Social media company profile pages
- Social media personal profile pages (for executives)
- Q&A sites
- Community sites
- Online directories/reviews
- Mass social news sites
- Industry resource sites
- Marketplace sites
- Local search
- Other online content channels
- Video hosting sites

Desktop software-based channels

- Widgets and toolbars
- Adware

Shareable content

- Shareable content

Code-based linkage to sharable content

- QR codes
- Radio frequency identification
- Near field communication

PAID MASS COMMUNICATIONS

Online media placement

- Pay per click (search engine, social networks)
- Paid display ads
- Popups (display ads)
- In-text contextual
- Google AdSense
- Online video ads
- Paid listings
- Paid directory listings
- Paid premium listings
- Paid mobile display ads
- Paid microsites

Print media placement

- Print in periodicals
- Paid print ads
- Print inserts on boarding passes, tickets, hotel materials
- Accessories with printed logos (swag)
- Newspapers coupons
- Flyers
- Tissue-pack marketing
- Print on public transportation vehicles or in public places

TV/radio placement

- Paid TV/radio
- Infomercials
- Show sponsorships
- TV/radio ad spots
- Reality TV
- Sponsored documentary
- Pre-roll ads at the movies
- Telemarketing

Other mass media channels

- Outdoor advertising
- Cab/bicycle branding
- Human mascots
- Sky banners
- Blimps
- Sky writing
- Taxicab backseat TV screens
- Gas station pump and counter screens
- Tractor trailer or truck advertisements
- Billboards
- Freestanding posters
- Vending machines

Product placement

- Product-themed or branded entertainment: games, movies, music, apps
- Product placement in games, movies, music, apps

EVENTS

In-person events

- Speaking engagements
- Road shows
- Pre or after parties for industry events
- Free informational events
- Exhibitions
- Contests
- Meetups
- Parades
- Office hours
- Local events: local exhibitions, roadshows, traveling exhibitions
- Business competitions
- Publicity stunts
- Offline sweepstakes

Online/virtual events

- Webinars
- Virtual trade shows
- Virtual meetings (Google Hangouts, virtual conferences, webinars)
- Online contests

REFERRAL

- Employee referrals
- Customer referrals
- Online referral links

DIRECT MARKETING

Internet-based

- E-mail newsletters
- E-mail circulars
- E-mail catalogs
- Press releases/breaking news via e-mail
- Event invitations via e-mail
- Coupons via e-mail
- Web or mobile catalogs
- Daily deals/deal aggregators
- Discount/promotion e-mails
- Online sweepstakes

Printed

- Physical mail
- Yellow pages
- Trade directories
- Catalogs
- Brochures

Telemarketing

- Telemarketing
- Voicemail marketing
- Broadcast faxing

Direct response TV

- QVC
- As seen on TV

Mobile	<ul style="list-style-type: none"> • Bluetooth pushes • SMS • App-based offers/marketing 	<ul style="list-style-type: none"> • MMS • Mobile games • Mobile banner ads
In-person	<ul style="list-style-type: none"> • Private sales/flash sales 	<ul style="list-style-type: none"> • Membership clubs
Sampling/promotion	<ul style="list-style-type: none"> • Free sampling at retail outlet • Free sampling at public venues • Free sampling (door to door) 	<ul style="list-style-type: none"> • Location-aware offers • Coupons on couponing sites/ coupon aggregators
EDITORIAL MENTIONS	<ul style="list-style-type: none"> • Mentions in trade publications • Expert endorsements or mentions • Interviews and quotes for publications 	<ul style="list-style-type: none"> • Awards • Reviews • Research reports • Sponsored research reports
INFLUENCERS	<ul style="list-style-type: none"> • Current and past prospects and customers • Evangelists 	
Word of mouth		
Endorsements	<ul style="list-style-type: none"> • Industry leaders • Celebrity endorsements 	<ul style="list-style-type: none"> • Independent consultants, third-party vendors and services providers, channel partners
Experts	<ul style="list-style-type: none"> • Expert practitioners • Book authors 	<ul style="list-style-type: none"> • Industry/financial analysts
Content creators	<ul style="list-style-type: none"> • Reporters, editors, evaluators in the industry/ target customer segments 	<ul style="list-style-type: none"> • Industry content generators: bloggers, reviewers • PR content distribution sites
Networkers	<ul style="list-style-type: none"> • Event organizers • Lobbyists 	<ul style="list-style-type: none"> • Industry association leaders

USER GROUPS

- Customer communities
- Product user groups
- Industry user groups
- Associations
- Discount/coupons for user groups

CORPORATE SPONSORSHIPS

Sports

- Sporting event sponsorships
- Sports team sponsorships
- Sports venue sponsorships

Other

- Naming rights
- Charity events sponsorship
- Scholarships/educational institutions

CAUSE MARKETING

Social cause

- One-for-one
- Cause adoption
- Cause participation
- Accreditation for well-recognized causes

PARTNER MARKETING

- Co-marketing
- Affiliate marketing
- Partner endorsement
- Partnership level certification/signage
- Joint promotions/cross-vendor product promotions
- Partner listing/links within application
- Partner data syndication

ECOSYSTEM DEVELOPMENT

Developer marketing

- Public data exposure via APIs
- Mashup/app development promotion
- Third-party developer promotion/subsidies
- Online application exchange

Evangelist marketing

- Certification program
- Evangelist program

EXPERIENTIAL MARKETING

- Experiential marketing
- Live-in marketing

TYPICAL MARKETING CHANNEL PRIORITIZATION METRICS

Below is a list of some common marketing channel prioritization metrics classified by category:

METRIC	FACTOR TYPE	DESCRIPTION	SOURCE
Attendance Demographics	Content relevance	A breakdown of the attendance by function and/or industry.	Marketing Channel Webpage
Geographic Focus	Content relevance	Targeted geographic audience for a blog, influencer, etc.	Marketing Channel Webpage or Social Media Accounts
Location	Content relevance	Location of event, user group or Meetup.	Marketing Channel Webpage, Media Kit, Event Prospectus
Member Demographics	Content relevance	A breakdown of the membership of an association, user group or Meetup by function and/or industry.	Marketing Channel Webpage
Speaker Demographics	Content relevance	A breakdown of the event speakers by function and/or industry.	Marketing Channel Webpage, Media Kit, Event Prospectus
Sponsor Demographics	Content relevance	Measure of the number of competitors that are sponsoring an event, Meetup, website, or other marketing channel.	Marketing Channel Webpage
Ad Creation and Placement Cost	Cost	Measure of the cost to create an advertisement and place it in a marketing channel. This could be both hard-copy ads or pay-per-click, banner-type online ads.	Media Kit, Google AdWords.
Exhibit Cost	Cost	Measure of the cost to exhibit at a conference.	Marketing Channel Webpage, Media Kit, Event Prospectus
Membership Cost	Cost	Measure of the cost to join an association or user group.	Marketing Channel Webpage, Media Kit, Event Prospectus
Speech Preparation Costs	Cost	Measure of the cost to garner a speaking position at a conference and time cost of preparing materials and content for a presentation.	Marketing Channel Webpage, Media Kit, Event Prospectus

METRIC	FACTOR TYPE	DESCRIPTION	SOURCE
Sponsorship Cost	Cost/ Effectiveness	Measure of the cost to sponsor an event, Meetup, user group, association, certification program, or philanthropy event.	Marketing Channel Webpage, Media Kit, Event Prospectus
Average Number of Comments/Blog Posts	Effectiveness	The level of engagement that a blogger has with his/her audience. This is a good measure of how difficult it may be to interact with a blogger.	Blog
Number of Blog Posts During Last Month	Effectiveness	Measure of blog activity and the number of opportunities that you may have to interact with a blogger via his/her blog.	Blog
Last Blog Post Date	Effectiveness	Latest blog entry date.	Blog
Cost Per a Converted Lead	Effectiveness	The marketing cost per a converted lead. Time should be added in as a marketing cost. This data will only be available for marketing channels that you have previously experimented with.	Based on Experience in Market Segment
Cost Per Lead	Effectiveness	The marketing cost per a lead. Time should be added in as a marketing cost. This data will only be available for marketing channels that you have previously experimented with.	Based on Experience in Market Segment
Human Resource Time Per a Mention	Effectiveness	Measure of the interaction time required to generate a mention. This metric can be used with overall mentions or via a single channel.	Based on Experience in Market Segment
Inbound Links	Effectiveness	The number of unique websites that backlink to a given website. This is a measure of credibility.	www.alex.com

METRIC	FACTOR TYPE	DESCRIPTION	SOURCE
Last Tweet Date	Effectiveness	Latest tweet date.	www.twitter.com
Number of Tweets During Last Month	Effectiveness	Measure of Twitter activity and the number of opportunities that you may have to interact with a Tweeter via twitter.	www.twitter.com
Tweets Per Follower	Effectiveness	The quality of each tweet and a sense of the value of a tweet mention.	www.twitter.com
Alexa Ranking	Reach	A measure of domain traffic. Lower rankings indicate higher traffic levels.	www.alexa.com
Number of Twitter Lists	Reach	Measure of the number of engaged followers who track your actions on Twitter.	www.twitter.com
Twitter Followers	Reach	A measure of the number of people who subscribe to a Twitter feed. This is the maximum viewers that could be exposed to a shared message before being retweeted. However, it is important to note that only a small fraction of viewers see each tweet and an even smaller fraction actually pay attention to each tweet.	www.twitter.com
Compete Ranking	Reach	A traffic ranking that accounts for sub-domain rankings.	www.siteanalytics.compete.com
Google Page Rank	Reach	Google's indexed page rank for a given website. This metric is based on a 10-point scale, where 10 is the top ranking and 0 is the lowest ranking. This metric measures website traffic.	www.prchecker.info/check_page_rank.php
True Reach	Reach	The number of people actually acting on the content that you provide to them via social media sharing. This metric filters out spam and "bots" that are not real people.	www.klout.com
Members	Reach	A measure of the number of companies/individuals that are involved in an association or Meetup.	Marketing Channel Webpage

METRIC	FACTOR TYPE	DESCRIPTION	SOURCE
Unique Visitors	Reach	A measure of the number of unique visitors to a website during a month.	http://siteanalytics.compete.com
Klout Score	Reach/ Effectiveness	A composite measure of the True Reach, amplification likelihood, and quality of an influencer's network.	www.klout.com