



# Marketing Channels



The list below represents channels that marketers might explore when looking for growth – as you read think about ways you can apply each as well as those you think are already strong for you or that you think don't apply.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Date

- Referral Marketing – This includes intentional word of mouth activities, viral tactics as well as intentional referral generation
- Public Relations – This includes activities aimed at receiving coverage in traditional media outlets
- Online Advertising – This includes the use of pay-per-click platforms, social networks, display ads and retargeting
- Offline Advertising – This includes advertising in offline print and broadcast outlets such as magazine, TV and radio
- Content Marketing – This includes publishing, optimizing and sharing educational content that draws search traffic, links and subscribers
- Sales Playbooks – This includes the creation of specific actions aimed at mining, generating, nurturing and converting leads
- Email Marketing – This includes the use of targeted and automated email campaigns based on conversion actions
- Utility Marketing – This includes the creation of useful tools that stimulate traffic, sharing and brand awareness
- Influencer Marketing – This includes the practice of building relationships with individuals and outlets that can influence pre-established communities
- Search Engine Optimization - This includes on page and off page optimization activities aimed at generating organic search engine traffic
- Partner Marketing – This includes co marketing activities run in collaboration with strategic marketing partners
- Social Media Marketing - This includes the act of building engagement on established platforms and networks such Facebook, Twitter, and LinkedIn as well as targeted industry platforms
- Online Events – This includes events such as webinars, demonstrations and workshops conducted using online tools
- Offline Events – This includes events such as workshops, demonstrations, seminars, trade shows, showcases and customer appreciation events
- Speaking Engagements – This includes the appearance of company representatives in sponsored speaking engagements at events such as industry conferences
- Community Building – This includes the intentional act of building and facilitating a community around a shared interest or topic related to the organization's industry