CUSTOMER RELATIONS
/Marketing

DECISION SHEET

v2.2.3

Job to be done

The company can choose between different kinds of media to communicate its message and profile.

By getting an overview of the media possibilities, we can make the most suitable marketing mix for our customer groups.

How to do it

Start by going through the listed marketing media. Next, tick off how useful you think each media is for a marketing campaign right now.

Continue by noting which specific customer group(s) each media should be used for. Then decide how exactly you want to use the media.

Finish by figuring out how much it would cost to use each media in your marketing campaign.

Next step

- Start making the materials you need for the marketing media you have given the highest priority.
- Calculate the total costs of your marketing mix.
- Make action plan for the marketing campaign.

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Marketing Mix
Choose media and message
for your customer segments

MEDIA TYPE	MARKETING MEDIA	PRIORITY (Check 1-3)			FOR SPECIFIC CUSTOMER GROUP	HOW TO USE MEDIA (publications, message, timing etc.)	EXPECTED COSTS
Advertising	Daily newspaper						
	Magazines						
	Professional publications						
	Handbooks						
	Outdoor (postcard, busses etc.)						
	Web (banner ads)						
	TV (local/national)						
	Radio (local/national)						
Digital & printed material	Brochures/product sheets						
	Company presentation						
	Flyers						
	Posters						
	PowerPoint presentation						
Online media presence	Website						
	Social Media						
	E-newsletter						
	Blogs						
	Google AdWords						
Direct marketing	Direct mail						
	Direct e-mail						
	Telemarketing						
	Customer visits						
Publications	Newsletters						
	Magazines						
	White papers (case studies)						
Promotion	Trade fairs						
	Conferences						
	Product samples						
	Sponsorships						
	Merchandise						

Date:

Name:

Company:

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