

MARKETING & PROMOTION CHANNELS CANVAS

Designed for:

Designed by:

Date:

Version:

INFLUENCER TAKEOVERS <i>Collaborate with influencers to take over your social media channels or blog for a day or week. This allows them to share their experiences with your brand and connect with your audience directly.</i>	GUERILLA MARKETING <i>Explore creative and unconventional marketing tactics to generate buzz and attract attention. Utilize street art, flash mobs, stunts, or viral campaigns to create memorable and shareable experiences.</i>	REFERRAL PROGRAMS <i>Develop referral programs to encourage your existing customers to refer your products or services to others. Provide incentives, discounts, or rewards to customers who refer new customers to drive word-of-mouth marketing.</i>	AFFILIATE NETWORKS <i>Join affiliate networks and leverage affiliate marketing to expand your reach. Partner with affiliates who promote your products or services in exchange for a commission on sales.</i>	PUBLIC RELATIONS (PR) <i>Develop relationships with journalists, bloggers, or media outlets to gain media coverage and increase brand visibility. Share press releases, pitch stories, or offer expert opinions to establish your brand as a thought leader in your industry.</i>
EMAIL MARKETING <i>Build an email list and utilize email marketing to nurture leads and engage with your audience. Segment your email list based on customer preferences and behaviors, and personalize your messages for better engagement.</i>	AFFILIATE MARKETING <i>Consider setting up an affiliate program to leverage the networks of affiliates who can promote your products or services. Provide affiliates with unique referral links, track conversions, and offer incentives for driving sales or leads.</i>	MOBILE MARKETING <i>Optimize your marketing efforts for mobile devices and leverage mobile-specific channels. Consider mobile app advertising, SMS marketing, in-app advertising, or location-based marketing to reach mobile users effectively.</i>	COMMUNITY ENGAGEMENT <i>Build and nurture an online community around your brand or industry. Engage in industry forums, social media groups, or online communities where your target audience congregates, and provide value through discussions and interactions.</i>	CLIENT REFERRAL PROGRAMS <i>Encourage existing customers to refer your products or services to others through a structured referral program. Provide incentives, discounts, or rewards for successful referrals.</i>
INFLUENCER MARKETING <i>Explore partnerships with influential individuals or industry experts to promote your products or services. Identify relevant influencers who align with your brand and target audience, and collaborate on sponsored content or endorsements.</i>	VIDEO MARKETING PLATFORMS <i>Utilize video marketing platforms such as YouTube, Vimeo, or TikTok to create engaging and shareable video content. Explore tutorials, product demonstrations, customer testimonials, or behind-the-scenes videos to connect with your audience.</i>	SEARCH OPTIMIZATION (SEO) <i>Optimize your website and content to improve organic search visibility. Focus on keyword research, on-page optimization, link building, and providing valuable content to enhance your search engine rankings.</i>	OFFLINE CHANNELS <i>Explore traditional offline marketing channels that can reach your target audience effectively. Consider options such as print media (newspapers, magazines), direct mail, billboards, radio, television, and events.</i>	CONTENT PROMO CHANNELS <i>Leverage content marketing channels to educate, engage, and attract your target audience. Consider options such as blogging, guest posting, podcasting, video marketing, and creating downloadable resources (eBooks, whitepapers).</i>
SOCIAL MEDIA CHANNELS <i>Identify the social media platforms where your target audience is most active and engaged. Consider options such as Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, or industry-specific platforms.</i>	PODCASTING <i>Leverage the growing popularity of podcasts to reach and engage with your target audience. Explore hosting your own podcast or collaborating with existing podcasters to share your expertise or promote your offerings.</i>	INFLUENCER PARTNERSHIPS <i>Collaborate with influencers or micro-influencers to promote your products or services. Partner with influencers whose audience aligns with your target market and leverage their reach and credibility.</i>	OUT-OF-HOME (OOH) CHANNELS <i>Utilize out-of-home advertising options to reach audiences in physical spaces. Consider billboards, transit advertising, street furniture, or digital signage in high-traffic areas.</i>	MAIL MARKETING <i>Send targeted direct mail campaigns to reach potential customers in a personalized and tangible way. Create compelling direct mail pieces, such as postcards, brochures, or catalogs, with clear calls-to-action.</i>
CO-MARKETING CAMPAIGNS <i>Collaborate with other brands or businesses to create co-marketing campaigns. Share resources, leverage each other's audiences, and run joint promotions or events.</i>	ONLINE MARKETPLACES <i>Leverage popular online marketplaces such as Amazon, eBay, or Etsy to sell your products or services. Optimize your listings, utilize paid advertising options, and leverage customer reviews to increase visibility and sales.</i>	DOOR TO DOOR / DIRECT SALES <i>For certain industries and target audiences, direct sales and door-to-door marketing can be effective. Train a sales team to directly engage with potential customers, demonstrate products, and make personalized pitches.</i>	UPSELLING AND CROSS-SELLING <i>Tactics to encourage customers to upgrade or purchase additional products or services beyond their initial purchase.</i>	PRINT ADVERTISING <i>Explore print media channels such as newspapers, magazines, or trade publications to reach specific target audiences. Consider running advertisements or sponsored content in relevant print publications.</i>
WEBINARS AND ONLINE EVENTS <i>Host webinars or online events to educate your audience, showcase your expertise, and generate leads. Utilize platforms like Zoom, Webex, or GoToWebinar to conduct interactive online sessions and engage with participants.</i>		INDUSTRY EVENTS COPNFERENCES AND TRADE SHOWS <i>Participate in industry events, conferences, or trade shows to showcase your offerings. Network with industry professionals, generate leads, and build brand visibility.</i>		PARTNERSHIPS AND COLLABORATIONS <i>Collaborate with complementary businesses or influencers to expand your reach and tap into their existing customer base. Explore joint marketing campaigns, co-branded content, or cross-promotion opportunities. Public Relations (PR)</i>

ABOUT THIS CANVAS:

The "Marketing and Promotion Channels" Canvas provides a structured approach to selecting and evaluating marketing channels that can effectively reach and engage your target audience. By understanding your target audience, exploring a variety of offline and online channels, and utilizing techniques such as digital advertising, content marketing, social media, influencer partnerships, and email marketing, you can create a comprehensive marketing strategy.

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