

Marketing Channels Strategy Overview

1. Objective

To outline and optimize the main marketing channels used for promoting our products/services and reaching target audiences effectively.

2. Target Audience

- Demographics: Age, gender, location, income, education
- Psychographics: Interests, behaviors, values
- Customer Needs and Pain Points

3. Channel Overview

Channel	Purpose	Key Metrics
Website	Information hub, lead generation	Visits, bounce rate, conversions
Email Marketing	Nurture leads, customer retention	Open rate, click-through, ROI
Social Media	Brand engagement, awareness	Followers, engagement, shares
Paid Ads	Lead acquisition, sales	CPC, CPA, conversions
Content Marketing	Thought leadership, SEO	Organic traffic, backlinks

4. Channel Prioritization

1. Website & SEO
2. Email Campaigns
3. Social Media Marketing
4. PPC/Display Advertising
5. Influencer Partnerships

5. Next Steps

- Assess performance of each channel
- Allocate budget according to priorities
- Develop integrated campaign calendar
- Monitor, report, and optimize monthly