

# 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

- Website & SEO
- Email Campaigns
- Social Media Marketing
- PPC/Display Advertising
- Influencer Partnerships

## 5. Next Steps

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