



Different Marketing Channels

MARKETING CHANNEL	TOUCHPOINT	EXAMPLES
Digital Marketing Channels	Website & Blog	<ul style="list-style-type: none">• SEO-optimised content• Landing pages• Lead magnets
	Social Media	<ul style="list-style-type: none">• Organic posts• Reels• Stories• Live videos• Groups
	Email Marketing	<ul style="list-style-type: none">• Newsletters• Drip Campaigns• Personalised Offers
	SEO & Content Marketing	<ul style="list-style-type: none">• Optimised Articles• Pillar Pages• Case Studies
	Paid Advertising	<ul style="list-style-type: none">• Google Ads• Social Media Ads• Display Ads• Retargeting
	Influencer & Affiliate Marketing	<ul style="list-style-type: none">• Collaborations with niche influencers
	Online Communities & Forums	<ul style="list-style-type: none">• Quora• Reddit
	Marketing Automation & AI Chatbots	<ul style="list-style-type: none">• Drip Email Sequences• Automated Replies (Social Media Platforms, Lead Forms, Website Chat Bots etc.)
Offline & Traditional Marketing	Print Advertising	<ul style="list-style-type: none">• Flyers, brochures, direct mail, magazine ads
	Events & Trade Shows	<ul style="list-style-type: none">• Networking• Demonstrations• Sponsorships
	TV & Radio Advertising	<ul style="list-style-type: none">• Traditional media ads
Relationship & Word-of-Mouth Marketing	Referral & Loyalty Programs	<ul style="list-style-type: none">• Incentivising customer referrals
	Public Relations (PR)	<ul style="list-style-type: none">• Press Releases• Media Features• Interviews• Podcasts
	Partnership & Collaborations	<ul style="list-style-type: none">• Joint ventures with complementary businesses.
Community & Local Marketing	Local SEO	<ul style="list-style-type: none">• Google My Business• Create Local Blogs (local backlinks)
	Supporting community causes, charity events	
Direct Engagement	Webinars & Live Q&As	<ul style="list-style-type: none">• Interactive engagement