



Day 3: Right Channels at the Right Time

Marketing Channels:

- What are considered channels?
- Physical Channels
- Digital Channels
- “Unseen” Channels

Picking the Right Channels For You

- What are your marketing assets?
- How well do you know your demographics?
- Is there a communication style that makes you stand out?
- Who is your ideal client?

Print Opportunities

- Newspaper, articles, retail catalogs, press releases, physical newsletters, donor documents, direct mailers, brochures, posters, and more

Digital Opportunities

- Social media, website, SEO, email marketing, e-newsletters, e-commerce, podcasts, and more

Create Opportunities

- Events, sponsorships, physical locations, and more

SMART:

- Specify
- Measure
- Analyze
- Receipt & Returns
- Think

Questions & Next Session Info