

This is an excerpt from Nighthawk's Building a Basic Marketing Plan workbook. Visit www.nighthawkads.com for more information about the Building a Basic Marketing Plan workshop and workbook.

Marketing Channel Checklist

Once you create great, fresh content, people need to know it's there. This is the step that can be customized the most based on the scope (and budget) of your business.

Which channels do you use in your business?

- | | |
|---|---|
| <input type="checkbox"/> Advertorials | <input type="checkbox"/> Partner sales |
| <input type="checkbox"/> Affiliates | <input type="checkbox"/> Podcast |
| <input type="checkbox"/> Amazon/Ebay/Etsy store | <input type="checkbox"/> Pop up stores |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Presentations |
| <input type="checkbox"/> Catalog | <input type="checkbox"/> Press releases |
| <input type="checkbox"/> Digital ads | <input type="checkbox"/> Print ads |
| <input type="checkbox"/> Direct mail | <input type="checkbox"/> Promotional items |
| <input type="checkbox"/> Email | <input type="checkbox"/> Push notifications |
| <input type="checkbox"/> Events | <input type="checkbox"/> Receipts |
| <input type="checkbox"/> Facebook advertising | <input type="checkbox"/> Recommend a friend |
| <input type="checkbox"/> Facebook page | <input type="checkbox"/> SMS notifications |
| <input type="checkbox"/> Forums | <input type="checkbox"/> Storefront |
| <input type="checkbox"/> Influencer outreach | <input type="checkbox"/> Television commercials |
| <input type="checkbox"/> Inserts | <input type="checkbox"/> Twitter account |
| <input type="checkbox"/> Instagram account | <input type="checkbox"/> Twitter advertising |
| <input type="checkbox"/> Instagram advertising | <input type="checkbox"/> Youtube channel |
| <input type="checkbox"/> LinkedIn profile | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Loyalty card | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Mobile app | <input type="checkbox"/> _____ |

This is a big list of marketing channels, but don't be intimidated. It's the quality of your content—not the quantity of outlets—that counts.