## **Channel/Activity Selection**



Audience: \_\_\_\_\_\_ Date: \_\_\_\_\_ Date: \_\_\_\_\_

## Discovery Piggy backs **Offline Broadcast** Market Display Radio Print TV Search Social place Engines Media Aggregators Affiliates Apps Telesales Direct Mail Billboard **Existing Contacts Human Relationships Content Strategy** Instant Shows & Partnerships Audio Tools Video Referral Email Expos Message Word-of-Network& SMS Automation Remarketing Education Blog PR Influencers mouth Events