

Traditional Marketing Channels

<p>Direct Marketing</p> <p>Message delivery direct to homes of potential customers. Printed flyers, menus, discount coupons. Typically used by local businesses.</p>	<p>Billboards</p> <p>Display advertisements in public places. Streets, motorways, shopping centres Public transport Major brands, events</p>
<p>Print Media</p> <p>Newspapers, magazines and niche publications Fewer outlets Declining circulation Shrinking readership Older, habituated audience</p>	<p>TV/Radio</p> <p>Fragmented platforms Older, habituated audience</p>

Digital Marketing Channels

<p>Email</p> <p>Bulk message delivery to circulation lists.</p>	<p>Paid Ads</p> <p>Display ads on websites or social media accounts. Pay per view or click.</p>
<p>Website/App</p> <p>Main online presence for information and transactions.</p>	<p>Organic SEO</p> <p>Easy findability through high ranking on Search Engine Result Pages (SERPs).</p>
<p>Social Media Accounts</p> <p>Facebook Instagram Twitter, etc</p>	<p>Paid Search (PPC)</p> <p>Buying of high-ranking position on SERPs. Pay-per-click (PPC).</p>



Traditional Media versus Digital Media

Traditional Media Versus Digital Media



Traditional



Digital

Features

	Traditional	Digital
The way media is consumed by an audience	Mass Audience	Individual Audience
The level of investment committed to the medium consumed by an audience	Passive Audience	Active Audience
The development of a message to a broader or niche audience	Many	One-to-one
The strategy of acquiring audience attention via push or pull content tactics	Outbound	Inbound

Audience Research

Demographic	Psychographic	Behavioural
Age, gender, income.	Opinions, values, lifestyle.	Interaction with digital media channels.

Targeting and Personalisation:

Broad-casting versus narrow-casting

Channel	Targeting	Engagement
Direct marketing	By location	Discount Coupons
Billboards	By location	None
Print media	Readership social class, interests for niche publications	None
TV/Radio	Demographics, interests	None

Demographic categories

Grade	Description	% UK pop
AB	Higher & intermediate managerial, administrative, professional occupations.	22.17
C1	Supervisory, clerical & junior managerial, administrative, professional occupations.	30.84
C2	Skilled manual occupations.	20.94
DE	Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations.	26.05

Buyer's Journey / Sales Funnel

(From awareness to evaluation to decision)

The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service.

The buyer's journey is the active research process someone goes through leading up to a purchase.

The buyer's journey is a concept that you can use to create a framework, of sorts, for your marketing efforts.

In general, the buyer's journey is made up of three main stages:

- **The Awareness Stage:** The potential consumer has realized that they have a challenge or opportunity. They've begun to express symptoms of this issue and want to learn more about it.

During the awareness stage of the Buyer's Journey, prospective customers are merely experiencing the symptoms of a problem and trying to put a name to it. They don't yet know who you are, or even that you exist.

By addressing your buyer personas' pain points, and building brand awareness in the process.

- **The Consideration Stage:** The consumer has defined their issue or opportunity and they are looking for solutions or options for solving the problem or taking advantage of the new opportunity.

Some prospective customers have named their problem and are starting to research potential solutions.

- **The Decision/Purchase Stage:** the consumer will decide on a solution, strategy, approach, or method to solve their challenge or take advantage of a new opportunity.

The prospects are vetting specific approaches to the problem (i.e. companies, products) in the hopes of landing on the most appealing option (i.e. hopefully, you!).

Buyer's Journey / Sales Funnel

<i>TOP OF FUNNEL</i>	
Awareness	Customer not aware of product or service or special offer – or even of need or problem.
Interest	Customer recognises need or problem. Actively looking for a solution.
Marketing Goal: To attract the right visitors to your website and convert them into leads.	

<i>MIDDLE OF FUNNEL</i>	
Consideration (Evaluation)	Your product or service is one of many before the customer. What will convince them to choose yours? Benefit statements Features list Reviews Testimonial Word of mouth and referrals
Marketing Goals: To nurture leads with more information and build a relationship and convince prospects why your products or services are the best choice.	

<i>BOTTOM OF FUNNEL</i>	
Conversion (Decision)	Customer ready to purchase - but need to decide from whom they will buy. Create sense of urgency with time-limited offers Easy-to-find Call to Action (CTA) touchpoint for purchase Friction-less checkout Upselling
Marketing Goal: To prompt leads to act and ultimately purchase.	

Retention	Recurring revenue Subscription model (MRR) Build relationship Create brand advocate Habit forming products or services Cross-selling
Marketing Goal: Convert once-off customers into repeat customers.	