



## **Core Marketing**

# **133 Marketing Channels**

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## Introduction

Choosing the best marketing strategy for your business can be a little like pinning a tail on the donkey. The trick is to make sure you record and test the response of every marketing piece you ever do, so that you know what works.

Every strategy has a place, but it might not be right for your business. You'll only know when you try something out. Once you know what works, you can invest more money into the same strategy and build a solid pipeline of new enquiries and sales. It's really simple.

In the Double Your Business System, every different method for getting leads or customers is called a Marketing Channel. You might think you've tried lots of marketing out, until you see the list. On the next pages, you'll see 133 different marketing channels, divided between 99 offline marketing strategies and 34 online ones.

Each strategy relies upon knowing what you're doing with them, of course. You wouldn't expect to be able to service a car without some training and knowledge, and marketing is just the same.

Spend the time to understand a strategy and how to make it work before you put it into practice. Then you can be sure you're giving it a fair try.

Remember also that choosing the right marketing channel is just 1 part of your marketing plan. The Core Marketing System has 5 key elements that you need to get right in order to make the most out of your marketing. This is the third part – give me a call if you'd like to explore getting the full power of the Core Marketing System into play in your business.

## Offline Marketing Channels

1. Agents/distributors
2. Billboards
3. Books
4. Brochures
5. Buses – advertise on board & on back
6. Business cards that make an offer
7. Buy leads in from a lead gen company
8. Car park ticket backs
9. Case studies
10. Catalogues
11. Chamber of Commerce circulars/website
12. Charity events
13. Cinema still or movie adverts
14. Circle of Influence referrals system
15. Classified ads
16. Club & association events
17. Clubs & associations
18. Clubs & association publications
19. Competition
20. Co-promotions - any strategy with partners
21. Create MLM/networking marketing team
22. Customer referral scheme
23. Deck of postcards
24. Demonstrate crafts/cooking etc
25. Direct mail
26. Directories
27. Door to door sales
28. Educate staff to always promote you
29. Fax broadcasts
30. Franchisees
31. Free demonstrations
32. Free samples
33. Get interviewed for local radio/tv
34. Hire a box at a sports ground
35. Infomercials to play in reception/shops/etc
36. Kiosks
37. Leaflet drop
38. Leaflet/brochure holders
39. Leaflets handed out on street
40. Letterheads & compliment slips
41. List brokers
42. Local papers
43. Local radio
44. Location – improve, move or multiply
45. Market stalls
46. Merchandising (mugs/pens/golf gear etc)
47. National papers

48. Networking
49. Newsletters
50. Notice boards
51. Offer gift certificates
52. Open days
53. Open earlier/later than competitors
54. Open more days per week
55. Packaging
56. Parish/village magazine
57. Point of sale dispensers
58. Postcards
59. Posters & banners
60. Posters in windows of local businesses
61. Preferred supplier status
62. Press release
63. Produce calendars
64. Produce diaries
65. Public speaking at other people's events
66. Referrals
67. Run a competition
68. Run a free class
69. Run customer "invite a friend" events
70. Sales representatives
71. School newsletters
72. Sell via party plan
73. Seminars
74. Signage - in-store
75. Signage - outside
76. Signage – vehicles
77. SMS Text Messages
78. Sponsor a weather forecast
79. Sponsor an event, club or charity
80. Staff referral scheme
81. Stand in large stores
82. Stickers/labels on customers' equipment
83. Supermarket "local business" rack of cards
84. Telemarketing
85. Teleseminars
86. Tender lists - esp. for government contracts
87. Trade shows
88. Trade/industry publications
89. Trains & Subway ads
90. TV ads
91. Uniform signage
92. Vending machines
93. White papers
94. Win a competition
95. Window dressing
96. Windscreen flyers (race around car-parks)

- 97. Write a column for a local publication
- 98. Write guest slot for other people's newsletter
- 99. Yellow Pages

## Online Marketing Channels

1. Affiliate scheme
2. Auto responders
3. Banner advertising on relevant sites
4. Blog commenting
5. Blogging
6. Buy an email list to blast offer & get signups
7. Classified ads online (e.g. Craigslist)
8. Create a video
9. Domain names
10. EBay shop
11. EBay general listings
12. Exchange links with other relevant sites
13. Joint venture to other people's lists
14. Keyword research
15. Landing pages
16. Online forums
17. Outsourcing websites (Guru/Elance/Odesk)
18. Pay Per Click advertising (e.g. Adwords)
19. Podcast
20. Private membership forums
21. Public community forums
22. Promote free webinars
23. Refer-a-friend script for subscribers/customers
24. Register in online directories
25. RSS feeds
26. SEO (Search Engine Optimisation)
27. Social networking - Facebook, LinkedIn
28. Twitter
29. Video sites
30. Viral video/audio or ebook
31. Web 2.0 site pages  
(Hubpages, Squidoo, etc)
32. Web 2.0 site profiles
33. Write articles for others newsletters
34. Yahoo Answers

## Need Help With Marketing Your Business?

Lee Duncan offers a free 30 minute Small Business Marketing Tune-Up, conducted over the telephone.

Here is what you can get from this fast-paced, zero-nonsense session:

- Know what's wrong and what's right with your marketing
- Learn how to get a marketing edge over your competition
- Understand the secret to double your response & sales

Book your session by calling my office on 01480 370142.