

# Marketing Channel Menu, 2025

Choose from the below menu of channels as you're putting together your distribution strategy. Channels are labeled with characteristics of their impact on the customer journey, their cost, and their measurability.

| Category | Channel                              | Impact                                     | Cost     | Measurability |
|----------|--------------------------------------|--------------------------------------------|----------|---------------|
| Content  | Blogging                             | Awareness, Engagement, Conversion, Loyalty | Medium ▾ | Medium ▾      |
| Content  | Premium content (gated)              | Awareness, Engagement, Conversion          | Medium ▾ | High ▾        |
| Content  | Content syndication                  | Awareness                                  | Low ▾    | Low ▾         |
| Content  | Video                                | Awareness                                  | Low ▾    | Medium ▾      |
| Content  | Direct mail                          | Awareness, Engagement, Conversion, Loyalty | High ▾   | Medium ▾      |
| Content  | Native ads                           | Awareness                                  | High ▾   | Low ▾         |
| Content  | Newsletter                           | Engagement, Conversion, Loyalty            | Low ▾    | Medium ▾      |
| Content  | Podcasts                             | Awareness                                  | Low ▾    | Low ▾         |
| Content  | SEO                                  | Awareness, Engagement, Conversion          | Medium ▾ | High ▾        |
| Content  | EGC (Employee-Generated Content)     | Awareness, Engagement                      | Low ▾    | Low ▾         |
| Content  | GEO (Generative Engine Optimization) | Awareness, Engagement                      | Medium ▾ | Low ▾         |
| CRM      | Email marketing                      | Engagement, Conversion, Loyalty, Advocacy  | Low ▾    | High ▾        |
| CRM      | SMS / text marketing                 | Conversion, Loyalty, Advocacy              | Medium ▾ | High ▾        |
| Events   | Events (owned)                       | Awareness, Engagement, Conversion, Loyalty | High ▾   | Medium ▾      |
| Events   | Speaking engagements                 | Awareness                                  | Low ▾    | Low ▾         |
| Events   | Webinars                             | Awareness, Engagement, Conversion, Loyalty | Low ▾    | High ▾        |
| Misc.    | Affiliates                           | Conversion, Loyalty, Advocacy              | Medium ▾ | High ▾        |
| Misc.    | App store / Marketplace              | Conversion                                 | Low ▾    | Low ▾         |
| Misc.    | On-page chatbot (AI)                 | Engagement, Conversion                     | Low ▾    | High ▾        |

| Category | Channel                                      | Impact                                    | Cost     | Measurability |
|----------|----------------------------------------------|-------------------------------------------|----------|---------------|
| Misc.    | Community-building                           | Engagement, Conversion, Loyalty, Advocacy | Medium ▾ | Medium ▾      |
| Misc.    | Engineering-as-marketing (free tools)        | Awareness, Engagement, Conversion         | High ▾   | High ▾        |
| Misc.    | Referral program                             | Advocacy                                  | Medium ▾ | High ▾        |
| Misc.    | Viral marketing                              | Awareness, Engagement, Conversion         | Low ▾    | Low ▾         |
| Misc.    | Word of Mouth                                | Advocacy                                  | Low ▾    | Low ▾         |
| Misc.    | Partnerships / co-marketing                  | Awareness, Engagement, Conversion         | Low ▾    | Medium ▾      |
| Misc.    | Voice search                                 | Awareness, Engagement, Conversion         | High ▾   | Low ▾         |
| OOH      | Billboards                                   | Awareness                                 | High ▾   | Low ▾         |
| OOH      | Experiential                                 | Awareness                                 | Medium ▾ | Low ▾         |
| OOH      | Subway / transit                             | Awareness                                 | High ▾   | Low ▾         |
| Paid     | Display advertising                          | Awareness                                 | High ▾   | Medium ▾      |
| Paid     | Music streaming (Spotify, Pandora, etc)      | Awareness                                 | Medium ▾ | Medium ▾      |
| Paid     | Paid search                                  | Conversion                                | High ▾   | High ▾        |
| Paid     | Paid Social (TikTok, Instagram, X, FB)       | Engagement, Conversion, Loyalty           | High ▾   | High ▾        |
| Paid     | Product ads, PLA, Shopping Ads (e.g. Amazon) | Conversion                                | High ▾   | High ▾        |
| Paid     | Radio ads                                    | Awareness                                 | High ▾   | Low ▾         |
| PR       | Guerilla Marketing                           | Awareness                                 | Medium ▾ | Low ▾         |
| PR       | Press                                        | Awareness                                 | Medium ▾ | Low ▾         |
| PR       | Unconventional PR                            | Awareness                                 | Low ▾    | Low ▾         |
| Print    | Magazine                                     | Awareness                                 | High ▾   | Low ▾         |
| Print    | Newspaper                                    | Awareness                                 | High ▾   | Low ▾         |
| Social   | Influencer marketing                         | Awareness, Engagement, Conversion         | High ▾   | Medium ▾      |
| Social   | Organic social                               | Awareness, Engagement                     | Low ▾    | Medium ▾      |
| Sponsor  | Community sponsorship                        | Awareness                                 | Medium ▾ | Medium ▾      |

| Category | Channel                                  | Impact                            | Cost   | Measurability |
|----------|------------------------------------------|-----------------------------------|--------|---------------|
| Sponsor  | Events (sponsored)                       | Awareness                         | High ▾ | Low ▾         |
| Sponsor  | Newsletter sponsorship                   | Awareness, Engagement, Conversion | High ▾ | Medium ▾      |
| Sponsor  | Podcast sponsorship                      | Awareness                         | High ▾ | Low ▾         |
| Sponsor  | Video sponsorship                        | Awareness, Engagement, Conversion | High ▾ | Medium ▾      |
| Video    | OTT/Over-the-top (Roku, streaming, etc.) | Awareness                         | High ▾ | Low ▾         |
| Video    | TV                                       | Awareness                         | High ▾ | Low ▾         |