

## Choose your marketing channel to suit your business requirements

Marketing type	Cannel/method	Cost of activity including set up			Level of personalisation		Set up time		Time taken to get results			Level of info communicated		Duration of circulation		Power of persuasion		
		Low	Med	High	Group	Single	Low	Med	Low	Med	High	Low	High	Low	High	Low	Med	High
Broadcast	Radio		√	√	√				√	√		√		√		√		
	Television			√	√				√	√		√		√			√	
Print and press	Magazines		√		√				√	√	√		√		√		√	
	Newspapers	√	√		√		√		√	√		√		√				
	Yellow Pages			√	√			√	√	√		√		√		√	√	
	Local business directories	√	√		√			√	√	√		√		√		√	√	
Outdoor	Billboards			√	√			√	√	√		√		√	√	√	√	
	Posters and large format		√		√			√	√	√		√		√		√		
Experiential	Displays			√	√			√	√	√		√	√	√			√	
	Live events			√	√			√	√	√		√	√	√			√	
Online marketing	Websites		√	√	√			√	√	√		√	√	√		√	√	√
	Banner ads and Pay per Click	√	√		√		√		√	√		√		√		√	√	
	Link building	√			√			√		√		√		√		√	√	
	Directories	√			√		√		√	√		√		√		√	√	
	Blogs/ online content	√			√			√	√	√		√		√		√	√	√
	Search Marketing	√	√		√			√	√	√		√		√		√	√	
	Social marketing – tweeting, networks	√			√	√		√	√	√		√		√	√	√	√	
Public relations	Press release	√			√		√		√	√		√		√	√	√	√	
	Articles	√			√			√	√	√		√		√		√		
	Success stories	√			√			√	√	√		√		√		√	√	
Sponsorship	Industry events and awards		√	√	√	√		√	√	√		√	√	√		√	√	√
	Sports activity			√	√			√		√		√		√	√	√		
	Community events or activities	√			√			√		√		√		√		√		
	Clubs and societies	√			√			√		√		√		√		√		
Direct marketing Mail	Business letters	√				√	√	√	√		√	√	√	√	√			√
	Newsletters	√	√			√		√	√		√	√	√	√		√	√	
	Postcards	√	√			√	√	√	√		√	√	√	√		√		
	Flyers	√	√		√			√	√		√	√	√	√		√	√	
	Invoice stuffers	√			√		√		√	√		√	√	√		√	√	
Direct marketing Digital	E-mail messages	√				√	√	√	√		√	√	√	√		√	√	√
	Personalised URLs		√	√		√		√	√		√		√		√			√
	SMS and text	√	√			√		√	√		√		√		√		√	
Sales Calles	Direct sales calls	√				√	√	√	√		√	√	√					√
	Telemarketing		√	√		√		√	√		√	√	√			√		
	Follow-up calls	√				√	√	√	√		√	√	√					√
	Customer site visits		√	√		√	√	√	√		√	√	√					√
Sales Promotion	In-store display		√	√	√			√	√	√		√			√	√	√	
	Signage		√	√	√			√	√	√		√			√	√		
	Promotional items (pens, clothing)	√	√		√	√		√	√	√		√		√	√	√		

Discounting	Special pricing		√		√	√	√		√			√		√				√
	Coupons		√		√		√		√			√		√				√
Other	Contests		√		√			√		√	√	√		√				√
	Word of mouth	√				√	√		√				√	√				√

Please note that these ratings are based on a degree of generalisation and assume best practices execution of the activity. Each business will have individual conditions making some activities more or less effective for that specific business operation. Definitions: Cost including set up refers to the total cost of developing and deploying this type of marketing activity, Personalisation is whether you are able to individualise the message or is it a more blanket approach, Set up time is your ability to get everything organised and set up to go including booking time etc, Level of information communicated is the amount of detail that is possible with that channel given best practice guidelines, Duration of circulation is the amount of time your message is in circulation or the likely period your message is front of mind, Power of persuasion is a subjective measure and depends on how well the activity is executed.



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