

# Picking your Marketing Channels

## Types of Content

What is the objective?

- Impressions/ Views
- Subscribers
- Leads
- Meetings
- Sales

TOFU  
Discovery

(top of funnel)

Blog posts  
Social media posts  
Infographics

E Books  
Podcasts  
Newsletters

MOFU  
Consideration

(middle of funnel)

Quizzes  
Surveys  
Events

Webinars  
Downloadable content

BOFU  
Conversion

(bottom of funnel)

Live demos  
Spec sheets  
Special offers

PPC

EMAIL MARKETING

SEO

SOCIAL ADS

VIDEO

SOCIAL MEDIA

SMS MARKETING

CONTENT MARKETING

SHORT TERM

LONG TERM

## I.C.E (Impact, Confidence, Ease) Model

	CHANNEL 1	CHANNEL 2	CHANNEL 3
IMPACT (1 - 5)			
CONFIDENCE (1 - 5)			
EASE (1 - 5)			
<b>TOTAL:</b>			