

Small Business
Marketing Guide:
**Marketing
Channels**



BUSINESSLINK

Choosing your Marketing Channels

There are a lot of marketing channels your business can use to reach potential customers, but you shouldn't try to use them all. You will need to discover the channels that are relevant to your audience and focus solely on those. Your business may need to go through a trial and error phase to figure out which channels produce the best results.

Below are your channels to choose from.

Advertising

Online Advertising - This includes the use of pay-per-click platforms, social networks, display ads, and retargeting. Google AdWords, Facebook advertising, etc.

Offline Advertising - This includes advertising in offline print and broadcast outlets such as magazines, TV, and radio. Don't forget direct mail, coupons, and in-store sales discounts.

Online Marketing

Search Engine Optimization (SEO) - [SEO](#) includes all tactics aimed to help you bring in organic traffic from search engines. Visit the [Google Developer Centre](#) to learn more about optimizing your website.

Social Media Marketing - This includes the act of building engagement on established platforms and networks such as Facebook, Twitter, and LinkedIn, as well as targeted industry platforms.

Email Marketing - Using targeted and automated email campaigns based on conversion actions is a great way to get your message to the right people.

Content Marketing - This includes publishing, optimizing, and sharing educational content that draws search traffic, links, and followers. Learn more about telling your business story online with [content marketing](#).

Influencer Marketing - This includes the practice of building online relationships with individuals and outlets that can influence pre-established communities. Learn more about [influencer marketing](#).

Online Events - This includes events such as webinars, demos, and workshops conducted using online tools.

Referral Marketing

This includes intentional word of mouth activities, viral tactics, and [referral generation](#).

Events and Experiences

Speaking Engagements - This includes speaking engagements at events such as industry conferences. Note, you don't need to get paid for the speaking engagement itself for it to be worthwhile. If you do it right, you'll be walking away with leads that will pay you more over time than just one speaking engagement would.

Offline Events - This includes events such as workshops, demonstrations, seminars, trade shows, showcases, and customer appreciation events.

Public Relations

This includes all activities aimed at receiving coverage throughout traditional media outlets.