

KALLE VIIRA CREATIVE STUDIO



4. About the channels

HOW TO CHOOSE THE RIGHT CHANNELS AND USE THEM

YOU NEED TO THINK THE ROLE AND THE TOOLS OF THE CHANNEL

- › it is ok to publish same content in all channels, but it is better to create suitable variation
- › each channel has a bit different ways to present media and reach audience

IN THIS CASE IT IS PROBABLY BETTER TO CONCENTRATE ON ONE

- › learn about the platform, research best practises
- › create the content in right format
- › Instagram and Facebook both are managed by Meta platform

MARKETING PLAN 2023

COMPANY: _____

1 PLANNED GOAL 2023

WHAT DO I WANT TO ACHIEVE BY MARKETING

For example: turnover, result, market position, exposure, number of customers, improving brand image

4 STRATEGY

A CHANNEL-BASED PLAN

	1	2	3	4	5
MARKETING CHANNEL					
TARGETED GOAL What I want to reach via this specific marketing channel					
REALIZATION How I will reach my target					
COSTS How much funds/time I will invest in marketing					
MONITORING The tools I will use to monitor the results of marketing					

3 CHANNELS

WHERE DO I ENGAGE WITH THE CUSTOMER

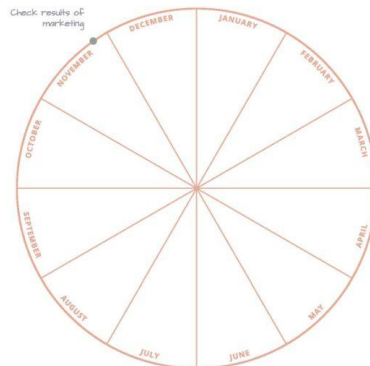
- | | | | | | |
|---|--|---|--|--|--------------------------------------|
| <input type="checkbox"/> Company website | <input type="checkbox"/> YouTube | <input type="checkbox"/> Search engine optimization | <input type="checkbox"/> Phone/SMS | <input type="checkbox"/> Display windows | <input type="checkbox"/> Events |
| <input type="checkbox"/> Campaign website | <input type="checkbox"/> Snapchat | <input type="checkbox"/> Banner adverts | <input type="checkbox"/> Client magazine | <input type="checkbox"/> Street marketors | <input type="checkbox"/> Trade fairs |
| <input type="checkbox"/> Online Store | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Video adverts | <input type="checkbox"/> Posters | <input type="checkbox"/> Neon sign | <input type="checkbox"/> Email |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> TikTok | <input type="checkbox"/> Print adverts | <input type="checkbox"/> Flyers, brochures | <input type="checkbox"/> Networking & co-operation | <input type="checkbox"/> |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Content marketing | <input type="checkbox"/> Radio | <input type="checkbox"/> Business cards | <input type="checkbox"/> Magazine articles | <input type="checkbox"/> |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Search term marketing | <input type="checkbox"/> TV | <input type="checkbox"/> Digital screens | <input type="checkbox"/> Events | <input type="checkbox"/> |

2 TARGETING

WHAT AM I MARKETING, TO WHOM

SCHEDULE

ANNUAL MARKETING CLOCK



MONITORING

FOLLOW RESULTS AND ADJUST STRATEGY WHEN NEEDED

CUSTOMER

THE MOST IMPORTANT CUSTOMER SEGMENTS



NEED

THE PROBLEM I WILL HELP TO SOLVE



CUSTOMER PROMISE

Why the customer should do business with me and what I can promise.

PRODUCTS

THE PRODUCTS I WANT TO MARKET



COMPANY

HOW I WANT TO BE VIEWED



Channels x Content

Channel Content	YouTube	Facebook	Instagram	LinkedIn	TikTok
Format	Video, intros	Links, images, videos	Images, videos, stories	Images, Links, writings	Videos
Strategy	Easy to find tips and guides, presenting product/service reviews	Inspiring articles, knowledge	Daily life and activities, hero images	Connect, discuss, comment	Humor, challenges, presenting product/service
Target groups	Need to identify them self...	Need to identify them self...	Need to identify them self...	Peers, industry partners, employees...	Youthful, entertaining...

