**Marketing channel review**

**TEMPLATE**

© The State of Queensland 2022

The Queensland Government supports and encourages the distribution of its material. The copyright in this publication is licensed under a [Creative Commons Attribution 4.0 International licence (CC BY 4.0)](https://creativecommons.org/licenses/by/4.0/).



You are free to use this publication in line with the licence terms. You must keep the copyright notice on the publication and attribute the State of Queensland as the source of the publication.

# Marketing channel review

What you need to do:

1. Add all your existing and potential touchpoints (marketing channels) to the list (e.g., website, mobile, app, email, social, telephone, retail premises, people).
2. Assess the relative importance of each channel for your customers (low, medium or high).
3. Rate your current usage and effectiveness by individual channel.
4. Review the results and highlight the most significant opportunities. For guidance, refer to [Business Queensland](https://www.business.qld.gov.au/) for information on:
* branding your business
* ways to advertise your business
* marketing on a small budget.

Remember to:

* focus on your target segments
* look at both digital and physical channels
* think about inbound and outbound communication.

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing channel** | **Importance of channel for your customers****(L/M/H)** | **How effectively your business uses the channel****(L/M/H)**  | **Key actions** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Your next step**: Document your findings and recommendations in the marketing section of your business plan.