DECISION SHEET

v2.2.3

/Marketing

Job to be done

The company can choose between different kinds of media to communicate its message and profile.

By getting an overview of the media possibilities, we can make the most suitable marketing mix for our customer groups.

How to do it

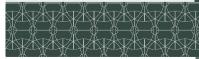
Start by going through the listed marketing media. Next, tick off how useful you think each media is for a marketing campaign right now.

Continue by noting which specific customer group(s) each media should be used for. Then decide how exactly you want to use the media.

Finish by figuring out how much it would cost to use each media in your marketing campaign.

Next step

- Start making the materials you need for the marketing media you have given the highest priority.
- Calculate the total costs of your marketing mix.
- Make action plan for the marketing campaign.



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Marketing Mix

Choose media and message for your customer segments



MEDIA TYPE	MARKETING MEDIA	PRIORITY (Check 1-3)	FOR SPECIFIC CUSTOMER GROUP	HOW TO USE MEDIA (publications, message, timing etc.)	EXPECTED COSTS
Advertising	Daily newspaper Magazines Professional publications				
	Handbooks Outdoor (postcard, busses etc.)				
	Web (banner ads) TV (local/national) Radio (local/national)				
Digital & printed material	Brochures/product sheets Company presentation Flyers Posters PowerPoint presentation				
Online media presence	Website Social Media E-newsletter Blogs Google AdWords				
Direct marketing	Direct mail Direct e-mail Telemarketing Customer visits				
Publications	Newsletters Magazines White papers (case studies)				
Promotion	Trade fairs Conferences Product samples Sponsorships Merchandise				

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