

MARKETING CHANNEL

Choice Worksheet

Use one worksheet for each channel you are considering. Keep your answers simple and realistic.

1 Goal and audience

Business or project

What is the main goal for this channel?

- ☐ Awareness ☐ Inquiries ☐ Sales ☐ Customer support ☐ Repeat business

Who do you want to reach?

Where do these people already look for information or help?

2 Channel candidate

Channel name

How will the right people find or encounter you through this channel?

What useful message, information or offer will you share?

What clear next step should people take?

MarketingUlf reminder

The best channel is not always the most popular. It is the one that fits your audience and workload.

Test the channel before making a big commitment

3 Reality check

Audience fit

☐ Low ☐ Medium ☐ High

Time required

☐ Low ☐ Medium ☐ High

Cost

☐ Low ☐ Medium ☐ High

Confidence

☐ Low ☐ Medium ☐ High

Can you manage this channel consistently with your available time and skills?

What must be prepared before the test begins?

4 Small channel test

Test length or dates

One audience

One message or offer

One next action

One result to measure

5 Review and decision

What will you do after reviewing the test?

☐ Keep ☐ Improve ☐ Pause

What did you learn?

What is the next small improvement?
