

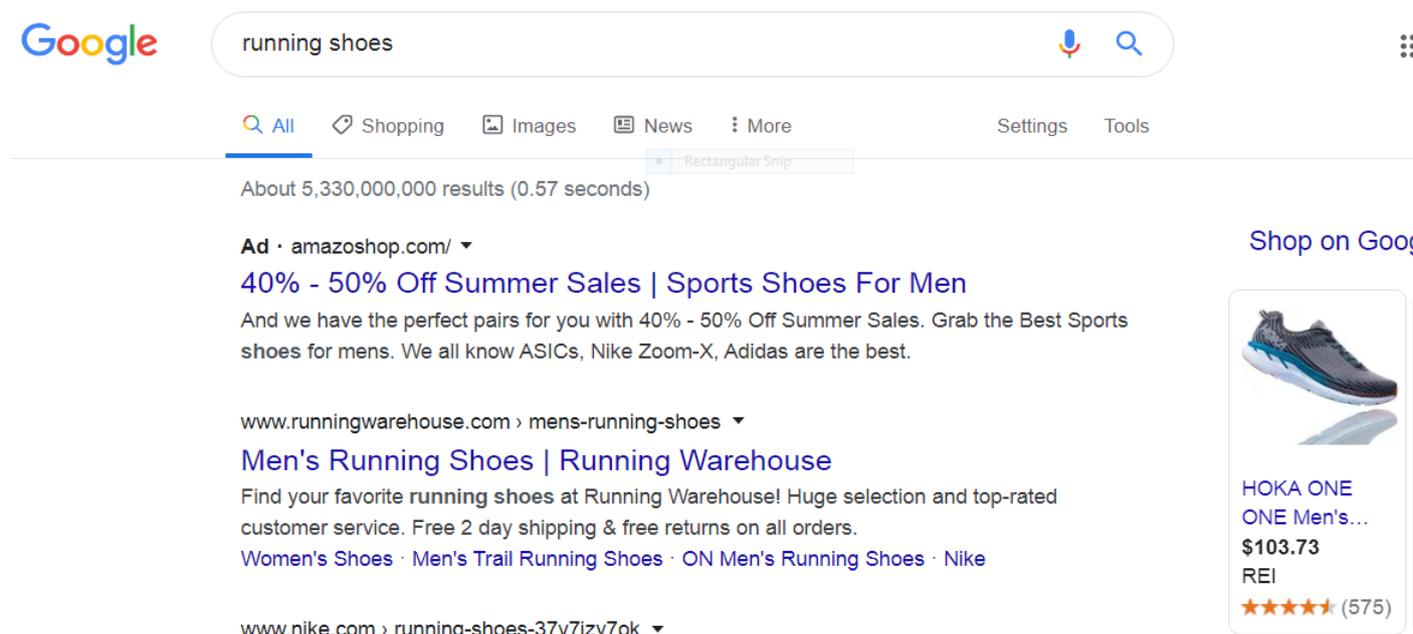
Most effective marketing Channels

Marketing channels refers to the method or platform used for marketing activities. Since the age of the internet, there have been a lot of channels that have been used to reach the intended audience. However we will only focus on the 5 most effective marketing channels. The reason there are various marketing channels is to make sure you get a return on investment (ROI).

1. Paid Ads

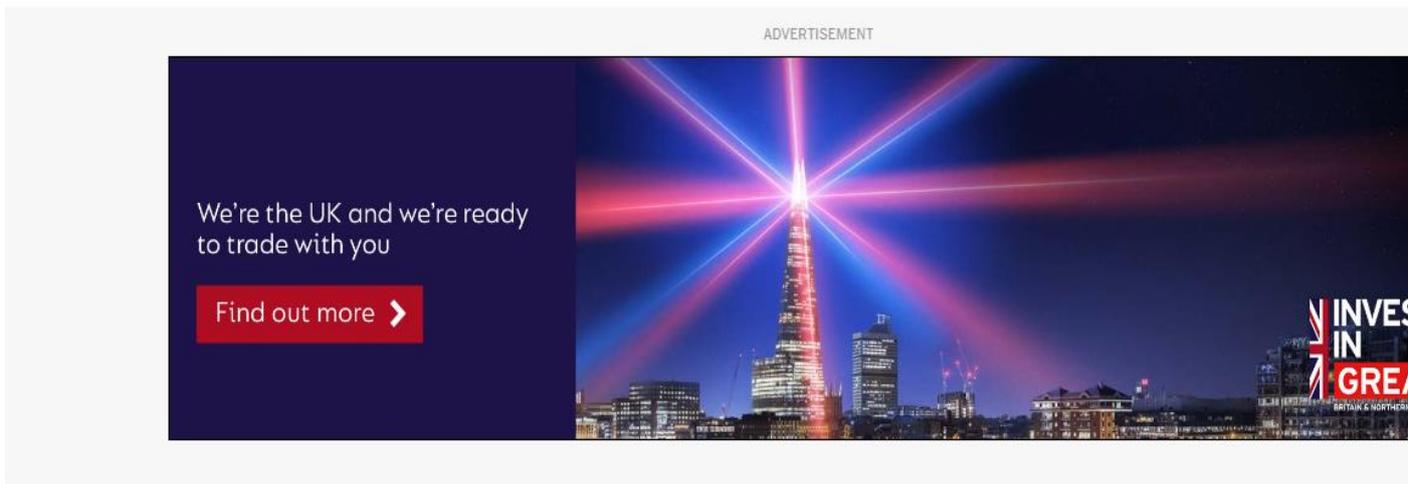
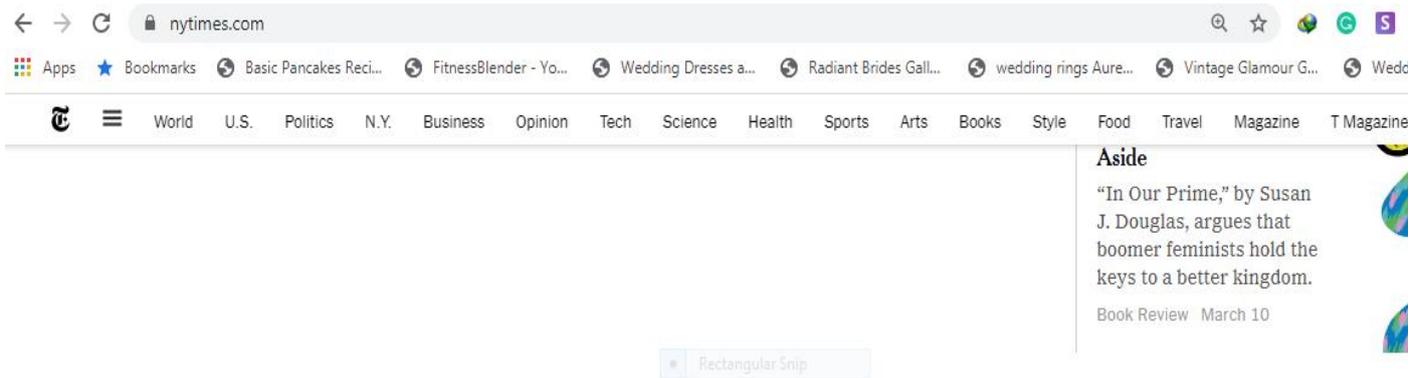
A model of internet marketing in which advertisers pay a fee for either clicks or impressions. It's basically a form of buying visits to your site as opposed to earning those visits organically. Paid ads are available on several platforms now Google ads, Facebook ads, Instagram ads, Youtube ads and even LinkedIn ads. Google ads being the most popular platform consisting of **search** and **display** ads. Companies gravitate towards these because they appear on the first page of Google above the organic results.

Search ads are ads that are displayed when someone types in a search query in Google with keywords related to your ads.



The image shows a Google search results page for the query "running shoes". The search bar at the top contains the text "running shoes" and has a microphone icon and a search icon to its right. Below the search bar, there are navigation links for "All", "Shopping", "Images", "News", and "More", along with "Settings" and "Tools". The search results show "About 5,330,000,000 results (0.57 seconds)". The first result is an advertisement from amazoshop.com/ with the headline "40% - 50% Off Summer Sales | Sports Shoes For Men" and a description: "And we have the perfect pairs for you with 40% - 50% Off Summer Sales. Grab the Best Sports shoes for mens. We all know ASICS, Nike Zoom-X, Adidas are the best." Below this is a result from www.runningwarehouse.com with the headline "Men's Running Shoes | Running Warehouse" and a description: "Find your favorite running shoes at Running Warehouse! Huge selection and top-rated customer service. Free 2 day shipping & free returns on all orders." At the bottom, there is a result from www.nike.com with the headline "running-shoes-37v7jzy7ok". On the right side of the page, there is a "Shop on Google" button and a product card for "HOKA ONE ONE Men's..." with a price of "\$103.73 REI" and a rating of "★★★★★ (575)".

Display ads are ads that appear on various pages on the Google display network (GDN) and are based on impressions (how many people were exposed to your ads). Display ads can be used to gain visibility in the market.



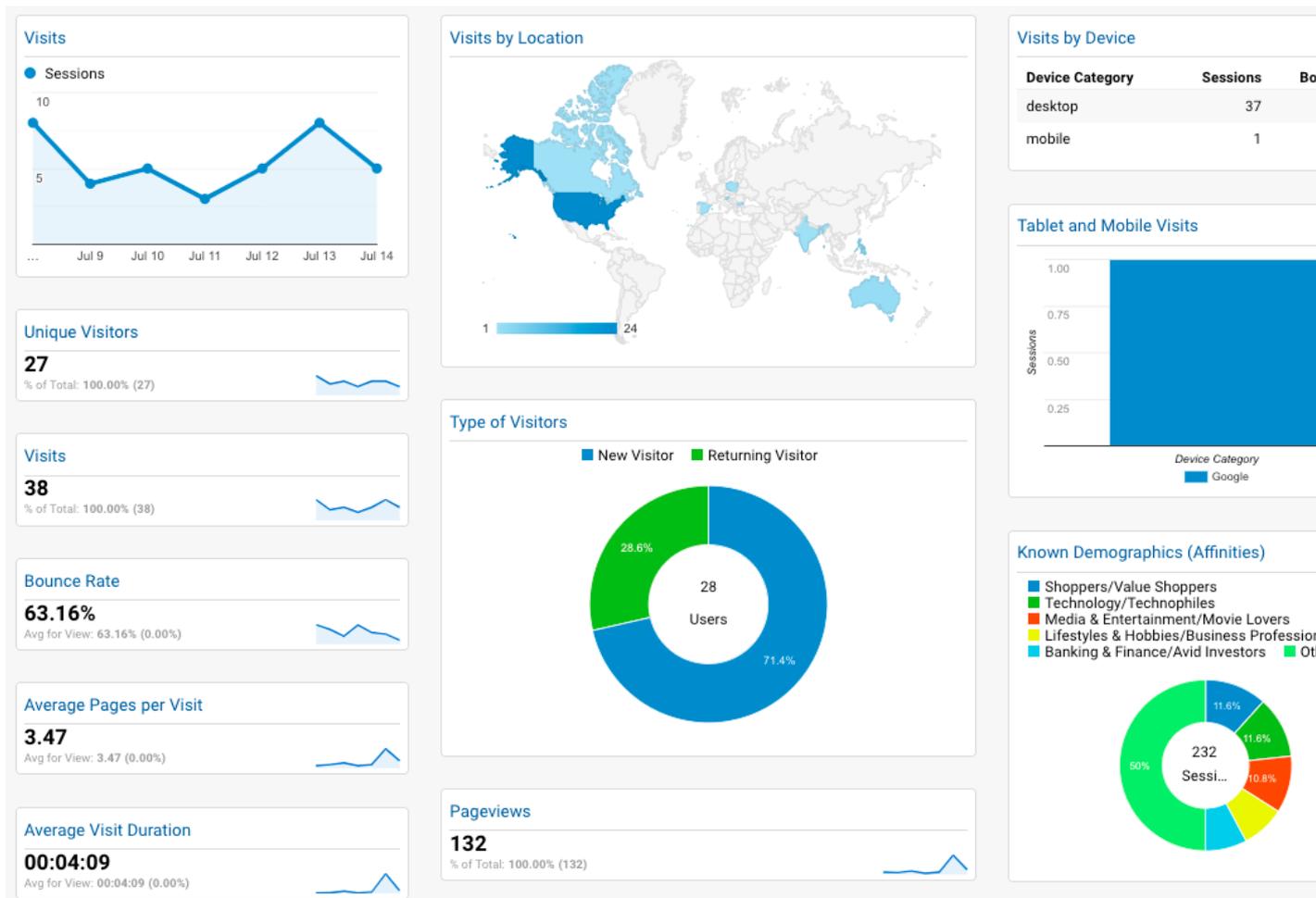
<https://www.nytimes.com/section/politics>

Paid ads are effective for quick growth but experience is needed when navigating these platforms since there are a lot of variables that need optimising for successful ad running.

2. Website

A website is pivotal as a marketing channel mainly because it helps you establish credibility as a business. It supports all of your digital marketing efforts since customers are mostly referred back to your website when wanting to make a purchase. An informative customer friendly website keeps visitors on the site and by doing this you will have a low bounce rate. Websites can also allow customers to get an idea of the kind of brand you are with a glimpse of the products and services you offer.

You may be able to get important audience data from your website by installing some add on tracking apps such as Google analytics. This provides insights into how your audience interacts with the content on your website. Allowing you to improve the website and as a result, get more converting customers. So a poor/no website will lead customers to think that you are not serious about business.



3. Social Media Marketing (SMM)

It is by far one of the most important and diverse marketing channel in a marketers arsenal. Potential customers can be targeted with specificity across a vast selection of platforms, if you so choose, making the engagement personal. There are various social media platforms such as Facebook, Instagram, Twitter, Youtube, LinkedIn, Pinterest, Tiktok and so on. You can bank on almost everyone being on at least one of these platforms.

In order to get the most effective results, walk the potential customer through the sales funnel without being aggressive since you want to nurture them. In the end, it will pay off and those customers are likely to become your brand ambassadors. There's nothing quite as effective as a referral from a friend about your products or services.



4. Email marketing

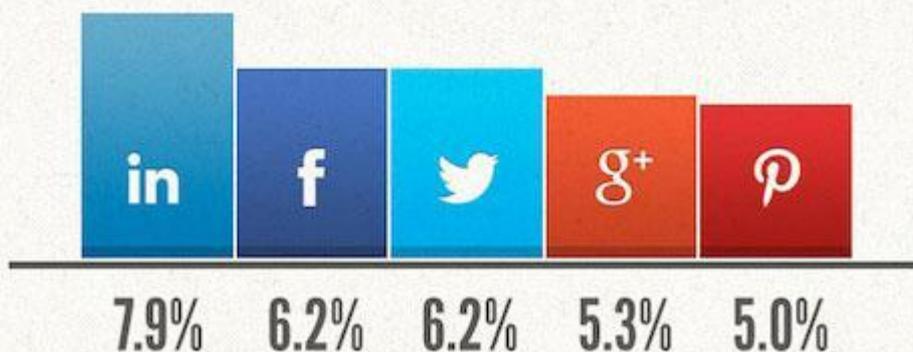
When people often hear about email marketing they are quick to write it off as an outdated marketing strategy that doesn't work. How wrong they are. Most large companies are still using this age-old strategy because it works! Companies try to gather as many of their customer emails in order to market their products and to keep them in the loop about new developments in the company.

Smart companies segment their lists according to certain interests or whatever criteria they use then they attract them through targeted email marketing campaigns. Personalising the email bundled with good copywriting makes it a powerful marketing channel and is likely to give you a good return on investment (ROI). Advancements in email marketing tools allow you to see open rates, click-through rates (CTR) and other valuable insights, which will assist you in future campaigns.

AVERAGE EMAIL CTR



AVERAGE EMAIL CTR FOR MESSAGES SHARED IN SOCIAL NETWORKS:



5. Youtube

Highly effective, but underrated marketing channel. It is the second-largest search engine after Google and offers video content on almost any topic. If you're not using YouTube you need to think again. It can be used in various ways like uploading how-to videos for your products, getting influencers to do reviews on your products in comparison to competitors, posting sneak peeks of new products to entice customers or gain loyal channel followers who will share and interact with your content. YouTube offers so much and the only limit is your creativity.

Like Google, Youtube gives you insights. You can see what's trending and create content centered around that to get a piece of the action. If your target market is Millennials it was proven that they respond better video marketing than any other form of marketing. So you better start creating video content to avoid losing out.



There are several other marketing channels out there to choose from, so don't limit yourself to these five. It all depends with your marketing strategy and how you want to approach and sell to customers. Traditional marketing channels are effective to a certain extent but with the digital marketing channels, you can see how your money is working for you and how your efforts are paying off by looking at your statistics after running campaigns.