

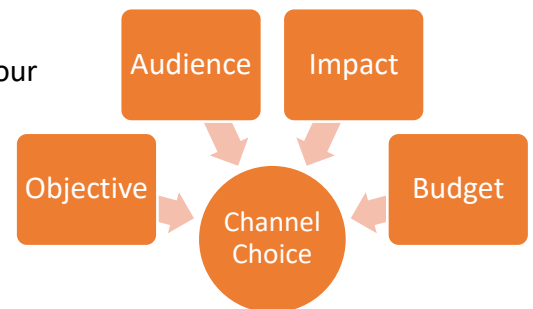
### Choose Your Channel Strategically

Link your media channel to your marketing strategy and choose the channel that will maximize your return.

Channel	Awareness	Nurture	Convert	Retain/ Advocacy
Display/ Programmatic	Inexpensive reach	Views may be more passive, less involved	Typically low click rates	Inexpensive reach with retargeting options
Search ads	More expensive per click for top-of-funnel awareness	Connect with interested in category	Connect with motivated searchers	Expensive way to reconnect with customers
YouTube	Longer video views (6 second bumpers inexpensive)	Longer video views (True-view ads)	Few people click	Depends on objective
Facebook	Inexpensive reach (although short view times)	Need thumb-stopping content to drive longer views	Efficient conversions with right call to action	Retargeting and broad reach
Instagram	Inexpensive reach (although short view times)	Stories can drive longer view times	Instagrammers less likely to change tasks	Retargeting and broad reach

#### Power Tips:

- ✓ Build sufficient results on one channel before adding more
- ✓ Consider targeting options per channel and how that impacts your strategy
- ✓ Consider most appropriate formats for each channel & strategy
- ✓ Evaluate channel/format for reach/going advertising vs. high-impact campaigns
- ✓ Optimize creative for the channel



**GOAL: Optimize for media results and impact. Remember that not all channels or formats are equal.**