

RECOMMENDED ACTIVITY:

Review all your current communication activities and campaigns to help identify which channels have historically worked best, any limitations and any areas for improvement:

- **What are their strengths and what are their weaknesses?**
- **What's been successful, what's been unsuccessful?**
- **Have you the in-house expertise to fully leverage channel potential?**
- **Which channels remain out of reach due to budget/expertise/lack of experience?**

This activity will help you identify which channels and activities have already worked for you, whilst identifying areas to improve. This knowledge will help you begin building out your channel ecosystem.

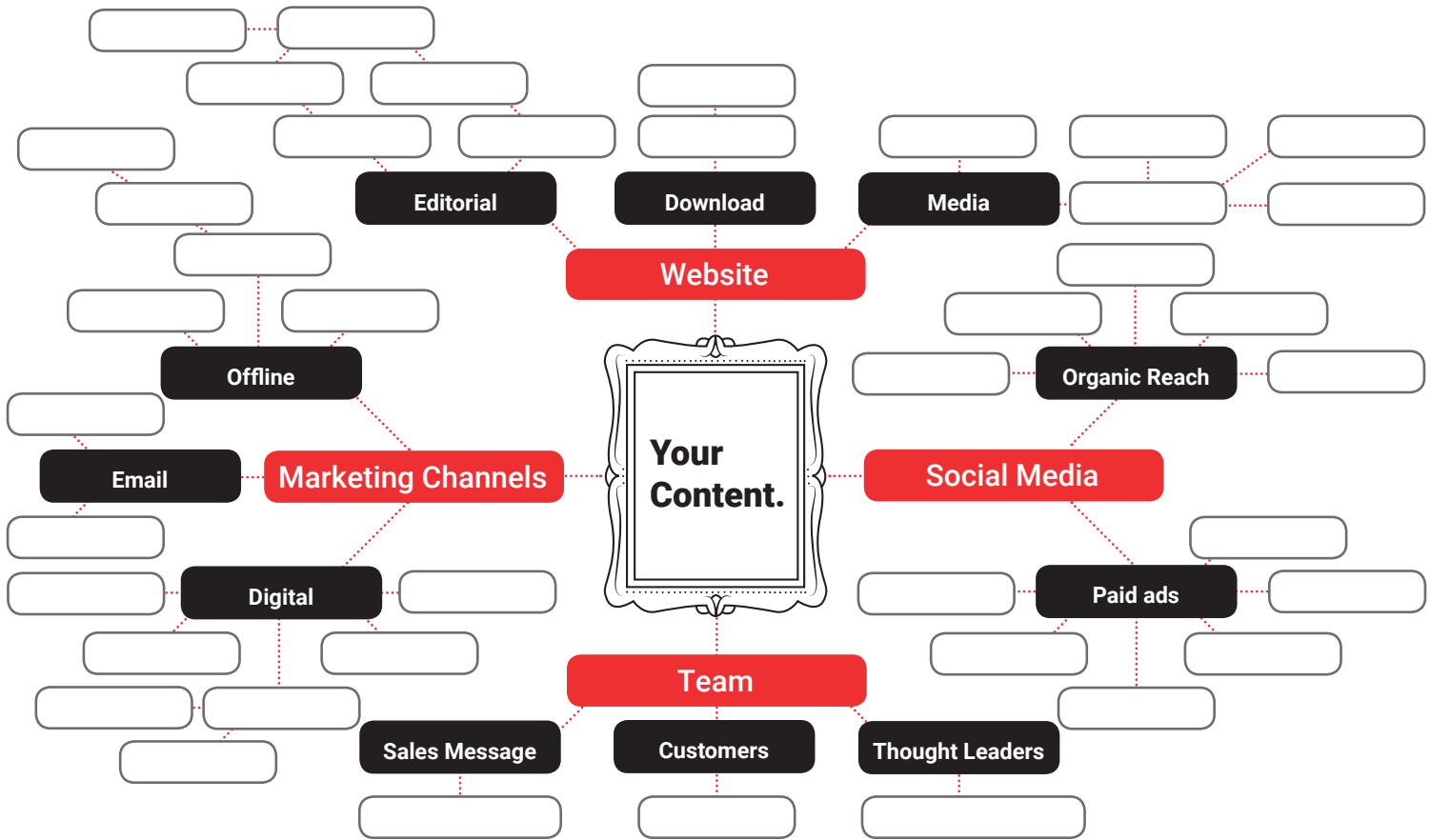
Don't forget to also draw from your research; understanding which channels your audiences respond to best, at different stages of the buyer's journey, should govern your channel selection. You must also be able to justify how your channel mix will help you achieve your marketing strategy.

This diagram shows how your channel mix will help you achieve your marketing strategy.

Through assigning goals against each activity, you can justify their purpose within your channel tactics.



How does your content reach every touchpoint?



Digital Campaign Planning Template

Awareness	Interest	Decision	Action
Promo Content: <input type="text"/>	Promo Content: <input type="text"/>	Promo Content: <input type="text"/>	Promo Content: <input type="text"/>
Paid Channels: <input type="text"/>	Paid Channels: <input type="text"/>	Paid Channels: <input type="text"/>	Paid Channels: <input type="text"/>
Content Format: <input type="text"/>	Content Format: <input type="text"/>	Content Format: <input type="text"/>	Content Format: <input type="text"/>
CTA(s): <input type="text"/>	CTA(s): <input type="text"/>	CTA(s): <input type="text"/>	CTA(s): <input type="text"/>
Owned Channels: <input type="text"/>	Owned Channels: <input type="text"/>	Owned Channels: <input type="text"/>	Owned Channels: <input type="text"/>
Content Format: <input type="text"/>	Content Format: <input type="text"/>	Content Format: <input type="text"/>	Content Format: <input type="text"/>
CTA(s): <input type="text"/>	CTA(s): <input type="text"/>	CTA(s): <input type="text"/>	CTA(s): <input type="text"/>
KPIs:	KPIs:	KPIs:	KPIs:
Paid Channel Metrics: <input type="text"/>	Paid Channel Metrics: <input type="text"/>	Paid Channel Metrics: <input type="text"/>	Paid Channel Metrics: <input type="text"/>
Owned Channel Metrics: <input type="text"/>	Owned Channel Metrics: <input type="text"/>	Owned Channel Metrics: <input type="text"/>	Owned Channel Metrics: <input type="text"/>