			Large Audience Large Audience Long Message Long Message Control of Message Control Cost Low Cost					
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			ľ	4	Co	outr.	ontr	ol Cost
				<u> </u>		1	ľ	
Publicity	Main Channels:							
	1)							
NewspaperMagazine	2)							
TVRadio	3)	Τ		Г				
• Digital	Secondary Channels:	T						
				_	\vdash			
Website	Main Channels:	\bot		L	\vdash		Ц	
Blog Content	1)	╀		L	L		Ц	
Review SitesForums	2)	\perp		L	\perp			
CommentsVlog	3)	\perp		L				
Microsite	Secondary Channels:							
				L				
	Main Channels:	Τ		Г	Т			
Advertising	1)	+	H	H	\vdash	Н	Н	
Digital Ads Banner Ads	2)	+	H	H	\vdash	\vdash	Н	
Display Ads Direct Mail	3)	+	H	H	\vdash	\vdash	Н	
Promotional Items Paid Search	Secondary Channels:	+	H	\vdash	\vdash	\vdash	Н	
In-Store Display Brochures	Secondary Charmers.							
Commercials								
Email Marketing				L				
Social Media	Main Channels:	Т	Г	Γ	Т	Γ		
	1)	+	Н	H	十	H	Н	
Facebook Twitter	2)	+	Н	H	+	H	Н	
InstagramYouTube	3)	+	\vdash	H	+	H	Н	
LinkedIn	Secondary Channels:	+	\vdash	┝	+	\vdash	Н	
	- Cocondany Chamileon			L	上			
Dorgonal Calling	Main Channels:	Τ		Γ	Т	Γ	П	
Personal Selling	1)	+	\vdash	\vdash	+	\vdash	H	
Sales StaffSpeaking Engagements	2)	+	\vdash	\vdash	+	\vdash	Н	
Physical & Virtual Events	3)	+	\vdash	\vdash	+	\vdash	Н	
Retail Staff Commercials		+	\vdash	\vdash	+	\vdash	Н	
Email Marketing	Secondary Channels:							