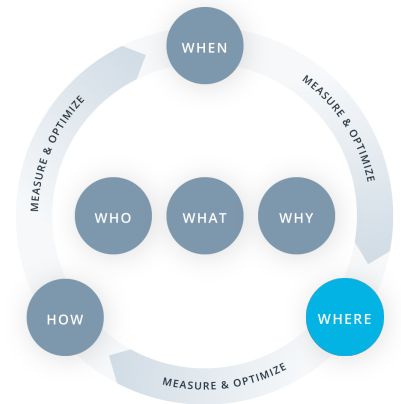


LEARNING SUMMARY

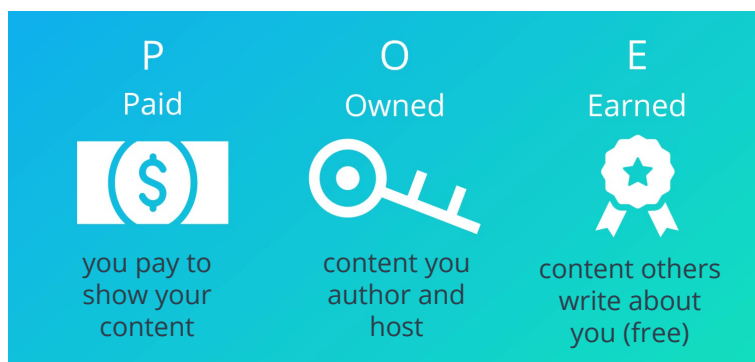
MARKETING FUNDAMENTALS: WHERE?

1. DIFFERENT TYPES OF CHANNELS

BROADCAST	Expose ads to larger audiences who 'pass by' <i>e.g. display ads on website</i>
1:1	Speak directly to your customer <i>e.g. email, text message</i>
SEARCH	Reach customers when they have shown interest <i>e.g. search advertising</i>
SOCIAL	Create conversations around your product <i>e.g. Facebook, Instagram advertising</i>



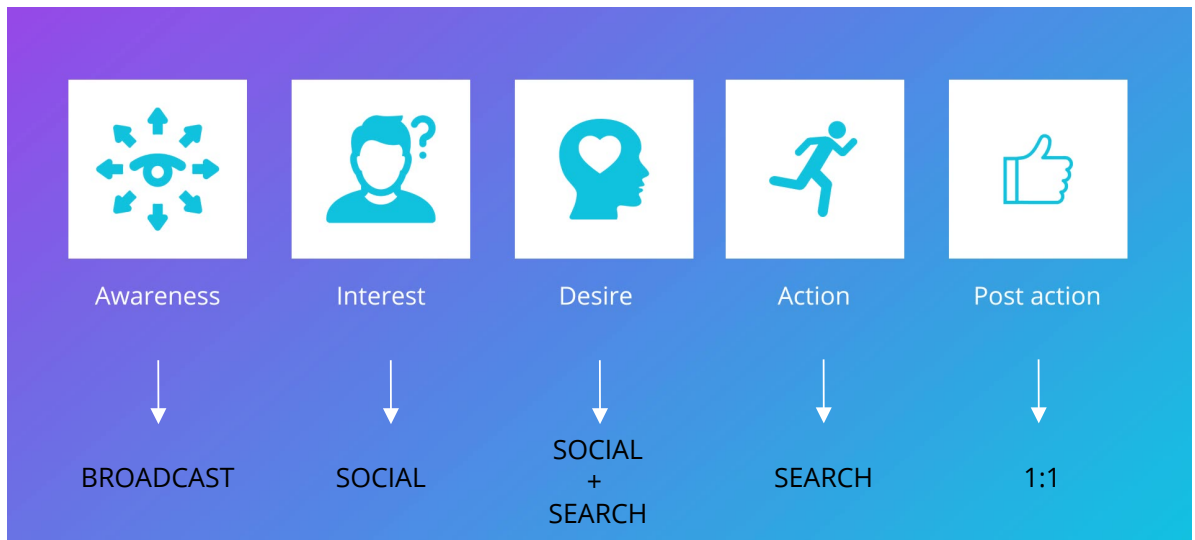
2. PAID, OWNED & EARNED MEDIA



LEARNING SUMMARY

MARKETING FUNDAMENTALS: WHERE?

3. MATCH THE CHANNEL TO THE CUSTOMER JOURNEY



Note:

Overlap between the customer journey and channels is fluid, this is only a guide