

Channel	Group	Marketing	Service	Digital	Physical
Advertorials	Advertising	Yes		Yes	Yes
Aggregator inclusions	Advertising	Yes		Yes	
Display remarketing	Advertising	Yes		Yes	
Search remarketing	Advertising	Yes		Yes	
Facebook advertising	Advertising	Yes		Yes	
In-game ads	Advertising	Yes		Yes	
Interstitials	Advertising	Yes		Yes	
LinkedIn advertising	Advertising	Yes		Yes	
Mobile advertising	Advertising	Yes		Yes	
Paid placements	Advertising	Yes		Yes	
Paid reviews	Advertising	Yes		Yes	
Service listing advertisements	Advertising	Yes		Yes	
Push notifications	Advertising	Yes		Yes	
Songs	Advertising	Yes		Yes	Yes
Twitter advertising	Advertising	Yes		Yes	
YouTube 'pre-rolls' and TrueView	Advertising	Yes		Yes	
Billboard adverts	Advertising	Yes			Yes
Blimps	Advertising	Yes			Yes
Bookends'	Advertising	Yes			Yes
Brand to hand	Advertising	Yes			Yes
Carrier bags	Advertising	Yes			Yes
Celebrity endorsements	Advertising	Yes			Yes
Door-to-doors	Advertising	Yes	Yes		Yes
In-box ads	Advertising	Yes			Yes
Inserts	Advertising	Yes			Yes
Jingles	Advertising	Yes			Yes
Magazine adverts	Advertising	Yes			Yes
Onserts	Advertising	Yes			Yes
Radio advertising	Advertising	Yes			Yes
Sandwich boards	Advertising	Yes			Yes
Sports/Club sponsorship	Advertising	Yes			Yes
Wearables	Advertising	Yes			Yes
NFC (Near field communications)	Physical Location	Yes		Yes	Yes
Content marketing	Content	Yes		Yes	Yes
Images & Infographics	Content	Yes		Yes	Yes
Presentations	Content	Yes	Yes	Yes	Yes
Report sponsorship	Content	Yes		Yes	Yes
Research paper	Content	Yes		Yes	Yes
Videos	Content	Yes	Yes	Yes	
Desktop app	Desktop	Yes	Yes	Yes	
Relationship marketing	Direct	Yes	Yes	Yes	Yes
Video Chat	Direct		Yes	Yes	
Chatbot	Direct		Yes	Yes	
Account team	Direct		Yes		Yes
Field sales agents	Direct	Yes			Yes
Postal/White mail	Direct	Yes			Yes
Promotional items	Direct	Yes			Yes
Email	Email	Yes	Yes	Yes	



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Email signatures	Email	Yes	Yes	Yes	
Marketing email	Email	Yes		Yes	
Transactional email	Email	Yes	Yes	Yes	
Events	Event	Yes	Yes	Yes	Yes
Prizes/Exhibitions	Event	Yes		Yes	Yes
Brand hijacks	Event	Yes			Yes
Mobile app	Mobile	Yes	Yes	Yes	
SMS	Mobile	Yes	Yes	Yes	
Tablet app	Mobile	Yes	Yes	Yes	
Website via tablet/mobile	Mobile	Yes		Yes	
Wifi	Mobile	Yes	Yes	Yes	
Affiliates	Partners	Yes		Yes	
Partner sales	Partners	Yes	Yes		Yes
PR Stunts	PR	Yes		Yes	Yes
Press releases	PR	Yes		Yes	Yes
Beer mats	Print	Yes			Yes
Local search marketing	Search marketing	Yes		Yes	
Pay per click	Search marketing	Yes		Yes	
Search engine optimisation	Search marketing	Yes		Yes	
Blog/microblog	Social	Yes		Yes	
Facebook page	Social	Yes	Yes	Yes	
Forums	Social	Yes	Yes	Yes	
Influencer outreach	Social	Yes		Yes	Yes
LinkedIn company profile	Social	Yes		Yes	
LinkedIn group	Social	Yes		Yes	
Member get member/Recommend a friend	Social	Yes		Yes	Yes
Peer to peer support	Social	Yes	Yes	Yes	
Twitter account	Social	Yes	Yes	Yes	
Youtube channel	Social	Yes		Yes	
Kiosks	Physical Location	Yes		Yes	Yes
Loyalty card	Physical Location	Yes		Yes	Yes
Concession in larger store	Physical Location	Yes	Yes		Yes
Pop up stores	Physical Location	Yes	Yes		Yes
POS displays	Physical Location	Yes	Yes		Yes
Signage	Physical Location	Yes			Yes
Stores	Physical Location	Yes	Yes		Yes
Street vendor	Physical Location	Yes	Yes		Yes
Digital banners and signage	Advertising	Yes	Yes	Yes	Yes
Telephone automation (IVR)	Telephone		Yes	Yes	
Call center	Telephone		Yes		
Fax	Telephone	Yes			Yes
Hold music	Telephone	Yes			
Telephone on hold messages	Telephone	Yes			
Telesales/marketing	Telephone	Yes			
Film/TV product placement	TV	Yes		Yes	
Smart TV/Xbox/Console app	TV	Yes		Yes	
Program sponsorship	TV	Yes			
TV commercial	TV	Yes			

Channel	Group	Marketing	Service	Digital	Physical			
Microsites	Web	Yes	Yes	Yes				
Website via desktop	Web	Yes	Yes	Yes				
Giveaways (refrigerator magnets, pens, etc.)	Advertising	Yes	Yes		Yes			