

BANG-FOR-BUCK MARKETING MATRIX



	Bought	Earned	Owned	Automated					
Awareness	Trade Shows Billboards / Posters Sponsorships Advertisements Video Placements AdWords Social Media	Get help from: <ul style="list-style-type: none"> • Digital Agencies • Advertising Agencies • Local clubs • Industry bodies 	Major publications News / Newspapers Newsjacking Viral media	Get help from: <ul style="list-style-type: none"> • PR Agencies • Journalists • Influencers 	Locations Partnerships Competitions	Get help from: <ul style="list-style-type: none"> • Real Estate • Chambers of Commerce • Local associations • Suppliers • Vendors • Associations 	BIG \$\$\$		
Consideration	Advertorials Paid conferences Paid awards Affiliate Marketers	Get help from: <ul style="list-style-type: none"> • Publications • Associations • Influencers 	Media bookings Interviews Editorials / articles Publications Social Media following Referrals Quotes / Reviews Word of Mouth Awards	Get help from: <ul style="list-style-type: none"> • PR Agencies • Journalists • Customers • Vendors • Social Media Accounts • Influencers • Associations 	Give-aways Webinars Quant Marketing	Get help from: <ul style="list-style-type: none"> • Associations • Digital Agencies • Videographers • Strategists / Consultants 		Automated Webinars	Get help from: <ul style="list-style-type: none"> • Digital Agencies • Copywriters • Videographers
Conversion	Quant Marketing	Get help from: <ul style="list-style-type: none"> • Digital Agencies • Strategists / Consultants 	Email list Newsletter Servicing obligations	Get help from: <ul style="list-style-type: none"> • Marketing Staff • Sales people 	Websites Brochures Videos / Channels Photos and Illustrations Technical PDFs Social Media Accounts Stories Content	Get help from: <ul style="list-style-type: none"> • Digital Marketing Agency • Videographers • Photographers • Graphic designers • Copywriters • Strategists / Consultants 		Online Store Onboarding course Landing Pages Self-service	Get help from: <ul style="list-style-type: none"> • Digital Agencies • Copywriters • Videographers
Follow-up			Sponsorship Buyers Confirmation Feature Releases Check-ins	Get help from: <ul style="list-style-type: none"> • Marketing Staff • Sales people 	Email list Newsletter Servicing obligations Check-ins	Get help from: <ul style="list-style-type: none"> • Marketing Staff • Sales people 		Re-targeting Follow-up / Survey requests Drip-feed campaigns Abandoned cart Upselling / cross-selling	Get help from: <ul style="list-style-type: none"> • Digital Agencies • Copywriters • Product managers • Sales people

BUILD RIGHT-TO-LEFT ←
MARKET LEFT-TO-RIGHT →

