









# Channels of Communication

By Kubi Springer

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## ATL

-  **TV & Radio Adverts**
-  **Magazine Adverts**
-  **Billboards**
-  **Tube Adverts**
-  **Bus Advert**
-  **Bus Shelter Advert**
-  **Newspaper Ads**
-  **Building and Car Ads or Branding**











## BTL

-  **Businesses**
-  **Cards Samples**
-  **Brochures**
-  **Point - of - Sale**
-  **Advertising Merchandise**
-  **Tele - sales**
-  **Direct Marketing**
-  **Sale Promotions**

## Digital

-  **Social Media**  
Facebook, Instagram, LinkedIn, Snapchat, Twitter, Tumblr
-  **Video Sites**  
YouTube, Vimeo
- Display Ads**
-  **Banner Ads**
-  **Pop-ups**
-  **Content Marketing**  
(Videos, graphics, gifts, images, blogs, webinars, podcasts, etc)
-  **SEO**  
(search engine optimization)
-  **PPC**  
(pay - per - click) advertising
-  **SEM**  
(search engine marketing)
-  **Online Affiliate**
-  **Marketing Email**  
(newsletter)
-  **Online Influencers**












## PR

-  **TV & Radio**
-  **Interviews Magazine**  
Interviews & Features
-  **Newspaper**  
Interviews & Features
-  **Print Reviews**
-  **Expert Commentary**
-  **Competitions**
-  **Expert Tips and Advice**
-  **Apperances**
-  **Editorials**
-  **Advertorials**

## Partnership

-  **Sponsorship**
-  **Endorsments**
-  **Brand Ambassadors**
-  **Strategi c**
-  **Amnances Influencers**
-  **Affiliates**
-  **Strategic Partners**
-  **Product Placement**
-  **Brand Partnership**

## Events

-  **Exhibition**
-  **Networking**
-  **Trade Shows**
-  **Launches**
-  **Premieres**
-  **Listening Parties**
-  **Tasting/Sample Sessions**
-  **Speaking at Conference & Seminars**
-  **Brand Activation**
-  **Festivals**
-  **Experimental Activites**