YOUR CHANNEL STRATEGY

I Will Be Frank With You

WHAT THIS IS

You left Your Marketing Reality with a committed short list of channels. This tool is where you turn that list into an actual strategy. Not a wish list. A documented commitment with enough specificity that you can execute it, measure it, and hand it to someone else if you need to.

Fill out one row per channel. If you can't answer every column for a channel you committed to, that's a signal you're not ready to run it yet. Either get the answers before Session 6 or move it off the committed list.

COLUMN GUIDE

Channel: the specific channel from your committed short list.

Where it sits on the funnel: Awareness, Interest, Consideration, Conversion, Loyalty, or Advocacy. One stage only. If you think it serves multiple stages, pick the primary one.

What's the strategy in one sentence: not what you're doing, why you're doing it, who it's for, and what you want them to do next. If you can't write this in one sentence the strategy isn't clear enough yet.

How often: daily, three times a week, weekly, monthly. Be specific. "Regularly" is not an answer.

What you'll spend: time in hours per week and any dollar cost per month. Both matter. Time is money for a small business owner.

How you'll track it: where does the data live and how do you get to it. Google Analytics, Square reports, a tally you keep yourself, whatever it is. If you don't know how you'll track it you can't manage it.

THE MARKETING FUNNEL

Every channel you use lives somewhere on this funnel. Understanding where a channel sits tells you what job it is doing and what you should expect from it. A channel that builds awareness is not supposed to close sales. A channel built for loyalty is not supposed to bring in strangers. When owners expect the wrong thing from a channel they either stop using it too early or spend money in the wrong place.

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STAGE	WHAT IT MEANS	YOUR JOB AT THIS STAGE	WHAT TYPICALLY WORKS HERE
Awareness	They do not know you exist yet	Get in front of people who fit your customer profile	Social posts, referrals, local events, PR, paid ads, signage, word of mouth
Interest	They know you exist but have not engaged	Give them a reason to pay attention and learn more	Content, email list, blog, newsletter, educational posts, free resources
Consideration	They are evaluating you against other options	Help them choose you over the alternative	Reviews, testimonials, case studies, consultations, demos, detailed FAQs
Conversion	They are ready to buy	Remove friction and make it easy to say yes	Sales conversations, clear pricing, promotions, referral incentives, easy booking
Loyalty	They have bought once	Get them to come back and spend more	Follow-up outreach, loyalty programs, personal check-ins, email sequences
Advocacy	They love you	Turn them into your best source of new business	Referral programs, review requests, community, ambassador relationships

Before you add any new channel, ask whether you have fully worked the customers you already have.

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CHANNEL	WHERE IT SITS ON THE FUNNEL	WHAT'S THE STRATEGY IN ONE SENTENCE	HOW OFTEN	WHAT YOU'LL SPEND (TIME & MONEY)	HOW YOU'LL TRACK IT

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