

Channels to market

A sample document to demonstrate the strategic activities for each channel - created by Karen Cave.

Channel A-Z	Jargon Buster / Description	Group	Objectives	Activities
Account team	<i>Account team may include an executive sponsor, dedicated support representative, and project manager.</i>	Direct	<ul style="list-style-type: none"> Managed by Sales and Product Support. CRM. Customer lifecycle / Customer Experience Program 	<ul style="list-style-type: none"> Check to see all touch point communications follow brand guidelines. Build relationship marketing programme.
Advertorials	<i>Paid for editorials in magazines and newspapers</i>	Advertising	<ul style="list-style-type: none"> Use advertorials to build credibility as a Subject Expert / Industry Leader. Attract requests for information by the media as an authoritative source. Increase requests for guest access by prospective clients. Improved customer retention %. 	<ul style="list-style-type: none"> Commission a number of articles that can be drip fed over the calendar year. Build a contact database and develop relationships with editorial teams. Negotiate an attractive rate and allocate % budget.
Affiliates	<i>Customer brought in by the affiliate's own marketing efforts. Not joint branded.</i>	Partners	<ul style="list-style-type: none"> Maximise reach by utilising resource partners 'brand power' and market share. Run at least 1 affiliate campaign per Qtr – benchmark success criterion. 	<ul style="list-style-type: none"> Enrol partner peers to plan, design and deploy campaigns. Agree methods to measure results/success. Gain buy-in for future projects. Where possible limit costs to time and materials.
Aggregator inclusions	<i>Source websites that we can submit RSS feeds and other data feeds into so we gain both traffic and back-links.</i>	Advertising	<ul style="list-style-type: none"> Maximise exposure and traffic to our website by using aggregator channels to distribute our RSS feeds. Build awareness of our product and brand. Attract new customers. Increase SEO by back-links. 	<ul style="list-style-type: none"> Create RSS feeds. Research prospective resources. Cost analysis. Set up systems. Predict and measure ROI.
Barkers	<i>Digital signage, operating in the form of a television channel entirely composed of sales promotion and advertising.</i>	Advertising	<ul style="list-style-type: none"> Possibly applicable for events but can't see this being an applicable channel. 	<ul style="list-style-type: none"> NA
Billboard adverts	<i>A large outdoor board for displaying advertisements; a hoarding.</i>	Advertising	<ul style="list-style-type: none"> Look at pricing and location for larger events. Also train stations and public hubs. 	<ul style="list-style-type: none"> Cost analysis and feasibility

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Blog/micro-blog	<i>Blog: Content rich, usually informative, introspective or opinion based.</i> <i>Micro-blog: faster / real-time / shorter limited to 150 characters, example: twitter. (see twitter)</i>	Social	<ul style="list-style-type: none"> • Increase the perceived value of the product. • Develop brand personality. • Increase the number of customer advocates by inviting guest bloggers or client focus features. • Attract blog requests by affiliates and media. 	<ul style="list-style-type: none"> • Increase the number of blogs written in-house, this can be linked with Advertorials • Look at commission rates and negotiate fee. • Look at IP and copyright.
Brand hijacks	<i>Brandjacking is an activity whereby someone acquires or otherwise assumes the online identity of another entity for the purposes of acquiring that person's or business's brand equity.</i>	Brand	<ul style="list-style-type: none"> • Police and check usage of our brand and the activities of our competitors through all public channels. 	<ul style="list-style-type: none"> • Set up Google alerts. • Monitor branding and activities of new entrants, competitors and resources.
Brand to hand	<i>Handed directly to clients such as a flyer.</i>	Advertising	<ul style="list-style-type: none"> • I do feel we can be more adventurous with our marketing and that our standard flyers could become keep-sakes rather than throw away items. • Create a number of campaign ideas that challenge our 'comfort zone'. 	<ul style="list-style-type: none"> • Create a number of campaign ideas and A-B market them for measuring success.
Call centre	<i>Cold calling</i>	Telephone	<ul style="list-style-type: none"> • We've never done this and it's something I feel would actively discourages our client base. • Does this fit with our inbound strategy – would there be benefit – research? 	<ul style="list-style-type: none"> • NA
Carrier bags	<i>Tote bags</i>	Advertising	<ul style="list-style-type: none"> • We have historically produced Tote bags which have been sent as delegate bags. What we haven't done is followed up to see how useful these were or set in place any measurement tools for this. 	<ul style="list-style-type: none"> • Re-design bags so they are branded yet have a value message that will encourage re-use.
Catalogue	<i>Online brochureware</i>	Digital	<ul style="list-style-type: none"> • We have not 'glossies' currently which are sent to prospective clients. The strategy should cover each stage of the client lifecycle. See marketing emails. 	<ul style="list-style-type: none"> • Create an online glossy to support sales and fill pipelines!
Celebrity endorsements	<i>http://jrtalent.co.uk/endorsements/</i>	Advertising	<ul style="list-style-type: none"> • This can be paid for however with our budget I'll be quick to assume its cost prohibitive but have requested a quote. 	<ul style="list-style-type: none"> • Cost analysis

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Concession with affiliate partners	<i>Grant the right to sell our product.</i>	Partners	<ul style="list-style-type: none"> • We do this currently with a partner • Look at how our partner is marketing our services as well as any other affiliate and determine a strategy for making the most of these partnerships • Does that happen with any other affiliate? 	<ul style="list-style-type: none"> • Analysis, feasibility - plan
Content marketing	<i>The creation and sharing of media and publishing content in order to acquire and retain customers.</i>	Content	<ul style="list-style-type: none"> • Improve SEO – robot visits by performing regular updates and adding new content. • Build brand awareness by being prolific with useful and meaningful information. • Build networks through content value. • Media/publications request content. • Leverage all channels. • Attract and retain customers. 	Proactively generate content using the following content types: <ul style="list-style-type: none"> • Info-graphics (charts/graphics) • Meme (comedy) • Videos (YouTube) • Guides (online help not necessarily user guides) • Reviews (affiliates/new stuff) • Opinion post (tech/methodology) • Product reviews (new/updates) • How-to (hints, tips,) • Lists e.g. Top 10... • Link pages – Top 10.... • Case Studies • Podcasts/webinars • Interviews • Research / cutting edge/gurus
Desktop app	<i>An application that runs stand alone in a desktop or laptop computer</i>	Desktop	<ul style="list-style-type: none"> • A micro game, stand alone. • Build brand and product awareness. • Generate up-sell opportunities e.g. subscribe to unlock levels? • Personalisation. • Viral – Free download. 	<ul style="list-style-type: none"> • Feasibility and cost analysis. • Gain in-house sponsorship for development. • Enrol teams and project plan. • Measure success ROI.
Digital banners and signage	<i>Digital scrolling billboards and posters found typically outside venues, roadsides, bus stops and shops/retail.</i>	Events	<ul style="list-style-type: none"> • Digital banners at tradeshows/Events. • Digital billboards outside venues. • Push people to the stand for face to face sales and increase brand and product awareness. 	<ul style="list-style-type: none"> • Cost analysis. • Agree methods to measure results. • ROI success criterion

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Email (standard)	<i>Electronic mailing.</i>	Email	<ul style="list-style-type: none"> Email communications should follow brand guidelines to ensure the customer experience is the same no matter whom they contact within the company or at what stage they are within their client lifecycle. This includes signature (see below) and the tone used within the email content. 	<ul style="list-style-type: none"> Refer to client lifecycle segmentation. Use trigger point and calendar timelines for comm templates. Create templates. Leverage CRM for automation where possible. Train and empower team to use systems in place.
Email signatures	<i>Branded footer with contact details and brand message / strap-line</i>	Email	<ul style="list-style-type: none"> Ensure all emails contain a branded signature - no touch-point communication should leave unbranded. 	<ul style="list-style-type: none"> Send logo and instructions on creating an email signature. Check all associates have this installed and in use.
Events	<i>Events can occur online or offline, and can be participated in, hosted, or sponsored.</i>	Event	<ul style="list-style-type: none"> Utilise events to build a physical presence as well as a digital one. Events should generate sales and brand loyalty. Use events as strategic touch-point for ALL segments of our client lifecycle. <ul style="list-style-type: none"> Road-shows. Seminars/Master-class. Thank you event - acknowledging the client. Awards Collateral needs to be available to support these groups. 	<ul style="list-style-type: none"> Create collateral for the following customer types: <ul style="list-style-type: none"> Incubating – require introduction (brochure-ware) New – require evidence (Case studies) Current – require updating (Feature articles) Legacy – require woo’ing (New developments - improve experience) Provide branded promotions for events especially where we are not present.
Facebook advertising	<i>Status updates and events can be ‘boosted’ on facebook – using the company facebook page. Facebook can also be used to drive users to our website.</i>	Advertising	<ul style="list-style-type: none"> A cheap method of online marketing. Create precision target networks for language specific and relevant hierarchical audiences. Public platform and low cost communication channel. Leverage client activity to engage, attract and retain customers B2B/B2C. 	<ul style="list-style-type: none"> Allocate budget – low rate costs. Measure ROI. Google analytics/Facebook reporting. Regular pushes > blogs, articles, updates, inspirational messages, industry news. A/B campaign splits.
Facebook page	<i>Corporate face on Facebook.</i>	Social	<ul style="list-style-type: none"> Increase LIKES – adverts can be pushed to this group and their networks/friends of friends. LIKES can also be seen as approval, recommendation of the product/services. 	<ul style="list-style-type: none"> Invest in advertising for LIKES as well as visiting the website. Allocate budget. Measure ROI Google analytics/Facebook reporting. Use for Corporate updates Keep impartial when posting news updates non-product related.

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Field sales agents	<i>The activity of selling a company's products or services outside the office</i>	Direct	<ul style="list-style-type: none"> • Current position. UAE. International distributors? • Create a support package for external sales ensuring they have, easily accessible, access to all our collateral electronically. • What is the company's policy on printing and supplying merchandise to these agents? 	<ul style="list-style-type: none"> • Cost analysis • Country centric artwork. • Translation and proofing artwork. • Distribution electronic media (extranet)
Forums	<i>Online discussion site where people can hold conversations</i>	Social	<ul style="list-style-type: none"> • Check online for forums which discuss the product/service or competitor products/services. Use this for intelligence gathering and damage limitation. 	<ul style="list-style-type: none"> • Research, join and manage any negative exposure where applicable. • Keep responses – when it is critical to engage – positive or appreciative of the feedback. • Do not engage in chat. Observe, mitigate future risk..
Google Remarketing	<i>Google Ads pushed to people who have visited your site.</i>	Advertising	<ul style="list-style-type: none"> • Precision targeting to reach the right customer. • Keeping the product/brand promise alive in the prospective customer mind. 	<ul style="list-style-type: none"> • Cost per impression can be controlled fixed price. • Google Analytics to track results.
In-box ads	<i>Adverts that are placed in a client's inbox tray – usually some form of insert or direct mail.</i>	Advertising	<ul style="list-style-type: none"> • 'Pay by results' outsourced package direct to B2B and work on a commission basis. They also do overseas markets. 	<ul style="list-style-type: none"> • Cost analysis • Test campaign
Inserts	<i>A separate advertisement put in a magazine, newspaper, other publication, or bags.</i>	Advertising	<ul style="list-style-type: none"> • PLUS they are delivered to the right target audience. MINUS they are easily discarded and have a short shelf life. • Look strategically what is the draw to keep the collateral or even read it. 	<ul style="list-style-type: none"> • Set up measurement tools. • Create A-B campaign to test impact. • Allocate budget
Inbound Marketing	<i>Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.</i>		<p>Earn the attention of our customers, make the company easy to be found and draw customers to our website by producing interesting content.</p> <p>Owned media:</p> <ul style="list-style-type: none"> • Website • Mobile • SEO • Blog • Twitter • Facebook • Word of mouth • Buzz 	<ul style="list-style-type: none"> • This needs a lot of attention because this is pull rather than push advertising. • Create a detailed plan with work breakdown structure/activities. • Cost analysis and measurement tools • Agree success criterion. • Allocate budget. • Prioritise.

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Images & Info-graphics	<i>Information graphics or info-graphics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly.</i>	Content	<ul style="list-style-type: none"> • Info-graphics often go viral. They can be used, with permission, by our clients within presentations etc. and will be brand led. • Use on blogs, facebook, twitter, articles etc. to develop authority/standing within the community. 	<ul style="list-style-type: none"> • Create info-graphics using data and intelligence supplied by our in-house gurus and research interns. • Strawman topics. • Cost research data from 3rd parties. • Copyright and brand info-graphics.
Influencer outreach	<i>Outside endorsement of our brand, product or campaign – usually via social media.</i>	Social	<ul style="list-style-type: none"> • Identify and use external influencers to endorse, talk about promote our product • Channels: social media, blogs, articles, press etc. • # success model 	<ul style="list-style-type: none"> • Build influencer lists (currently facebook, twitter and LinkedIn) • Connect with influencers. • Convert influencers into brand advocates (comms strategy required)
Jingles	<i>A short slogan, verse, or tune designed to be easily remembered, especially as used in advertising.</i>	Advertising	<ul style="list-style-type: none"> • Christmas – viral??? • Possibly budget for next year but based on production costs could feature as a campaign. 	<ul style="list-style-type: none"> • Cost analysis • Feasibility
LinkedIn advertising	<i>A networking site for professionals.</i>	Advertising	<ul style="list-style-type: none"> • LinkedIn is used prolifically by professionals re: job searches and networking. • PPC/CPC advertising within popular silos. 	<ul style="list-style-type: none"> • Cost analysis • ROI projections • Feasibility
LinkedIn company profile	<i>Company presence on the LinkedIn Network</i>	Social	<ul style="list-style-type: none"> • Create a strong presence on LinkedIn. 	<ul style="list-style-type: none"> • Allocate 30 mins once a week building LinkedIn networks
LinkedIn group	<i>Groups encourage activity from target based demographic</i>	Social	<ul style="list-style-type: none"> • Set up a LinkedIn Group and build networks with B2B and B2C. 	<ul style="list-style-type: none"> • Allocate 30mins once a week to building LinkedIn Networks • Gain intelligence and contact details
Loyalty card/points	<i>A card which gives loyal customers added benefits</i>	CRM	<ul style="list-style-type: none"> • Develop a loyalty scheme targeted at current customers and legacy customers. 	<ul style="list-style-type: none"> • ROI success criterion – measurable - retention
Magazine adverts	<i>Print ads that run in local or national magazines</i>	Advertising	<ul style="list-style-type: none"> • This is something we do regularly but have not measured the success of each advert or publication. 	<ul style="list-style-type: none"> • Set up measurement tools on CRM • Use QR Codes to scan in to be taken to the website (additional measure) • Use enquiry codes • “Mention this ad and get a 10 percent discount on your first order.” • Allocate budget – by calendar and by publication.

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Marketing email	<i>Emails that are used to market the company products and services.</i>	Email	<ul style="list-style-type: none"> Send monthly emails targeted to specific customer types – these can be staggered throughout the month. Where non-generic split into client types. 	<ul style="list-style-type: none"> Create content and campaigns for the following client types: <ul style="list-style-type: none"> Incubating – USPs / introductory offers New – require evidence (Case studies) Current – require updating (Feature articles) Legacy – require woo'ing (New developments)
Member referral	<i>Referrals</i>	CRM	<ul style="list-style-type: none"> Encourage our customers to sell for us with a referral scheme incentive e.g. fiscal or product upscale. 	<ul style="list-style-type: none"> Cost analysis and feasibility of initiative Create campaigns for current customers.
Micro-blogging	<i>The activity or practice of making short, frequent posts to a micro-blog.</i>		<ul style="list-style-type: none"> Twitter pages Facebook pages LinkedIn pages 	<ul style="list-style-type: none"> Follow plan for social media
Mobile advertising	<i>Advertising through mobile devices</i>	Advertising	<ul style="list-style-type: none"> Use the mobile app to add a message, after play, to promote our other products (cross sell) 	<ul style="list-style-type: none"> Cost analysis and feasibility of initiative
Mobile app	<i>Application that plays on a mobile device</i>	Mobile	<ul style="list-style-type: none"> Done 	<ul style="list-style-type: none"> Police branding on the app.
Onserts	<i>Onserts are affixed to a page, and may be a sample of a product, a compact disk, magnet, a small booklet or even a targeted advertisement.</i>	Advertising	<ul style="list-style-type: none"> We haven't done this but something worth considering in the future based on costs and feasibility 	<ul style="list-style-type: none"> Cost analysis Feasibility
Paid reviews	<i>Pay individuals to review your products online</i>	Advertising	<ul style="list-style-type: none"> Pay for a number of key individuals (source from social media – high visibility/activity users) to review the product. 	<ul style="list-style-type: none"> Gain opinion/feedback. Build an contributor network. Allocate budget / ROI.
Partner sales	<i>Usually done through a co-branding relationship</i>	Partners	<ul style="list-style-type: none"> Similar to Concession marketing 	<ul style="list-style-type: none"> See Concession Marketing
Pay for placements	<i>P4P, is an Internet advertising model in which advertisements appear along with relevant search results from a Web search engine.</i>	Advertising	<ul style="list-style-type: none"> To push our products on search engine results. Need to use P4P service to push our SEO 	<ul style="list-style-type: none"> Cost analysis Budget allocation Advert setup Cost analysis and measurement tools Agree success criterion.
Pay per click	<i>Banners, advertising and advertorials direct traffic to websites – you pay the host when the ad is clicked.</i>	Search marketing	<ul style="list-style-type: none"> Great for inbound linking, SEO and directing incubator customer types to our website. Can be controlled by fixing the £. 	<ul style="list-style-type: none"> Google Cost analysis Allocate Budge if applicable.

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Peer to peer marketing	<i>Customers engage other customers by advocating a product or service to friends or associates</i>	Social	<ul style="list-style-type: none"> Advocate scheme. Differs from referral as these customers will more proactive on selling on our behalf. 	<ul style="list-style-type: none"> Devise scheme Cost analysis Feasibility Buy-in program Measure
Press releases	<i>Communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy.</i>	PR	<ul style="list-style-type: none"> We don't do this enough and need to generate more news worthy activities/communications. Great for inbound and content marketing. 	<ul style="list-style-type: none"> Plan and produce regular updates in advance based on our company strategy, calendar events, product development or on a timely basis when non-scheduled news happens.
Program sponsorship	<i>Supporting a body of work.</i>	Advocate Scholar	<ul style="list-style-type: none"> A fabulous strategy for building a reputation within academia. Locate or commission a research project or white paper leveraging the reputation of an authoritative figure. 	<ul style="list-style-type: none"> Create a list of potential contacts Discuss program Discuss commission rates or sponsorship value. Cost/Feasibility Promote research.
Promotional items	<i>Item such as a bag, calendar, cap, clock, diary, pen, etc., given away to current or prospective customer. Also called advertising novelty or advertising specialty.</i>	Direct	<ul style="list-style-type: none"> Currently Tote bags and pencils. Great for brand presence at Teach Meets which are becoming more popular with the educational fraternity. Look at other merchandise which will have a long shelf life and be used regularly. 	<ul style="list-style-type: none"> Non measurable ROI Budget Allocation
POS displays	<i>Area surrounding the counter where customers pay. Also known as "point of purchase".</i>	Events	<ul style="list-style-type: none"> Clear marketing messages and product information available to clients at regional, national and local events. 	<ul style="list-style-type: none"> Design for print artwork Low run orders
PR Stunts	<i>planned events made to gain exposure</i>	PR	<ul style="list-style-type: none"> This could certainly be leveraged at events by being a little left-field and creative in our approach. Keep it interactive and memorable. 	<ul style="list-style-type: none"> Campaign ideas Costs and feasibility
Prizes/Exhibitions	<i>Seriously... I don't need to say what these are!</i>	Event	<ul style="list-style-type: none"> Define attraction proposition. 	<ul style="list-style-type: none"> Plan and cost these. Evaluate each Qtr. Measure and review
Product listing adverts (PLA)	<i>Product Listing Ads are charged on a cost-per-action (CPA) basis, which means that you only pay when a user clicks your ad and completes a purchase on your site.</i>	Advertising	<ul style="list-style-type: none"> PLAs show up on Google shopping and would only be relevant for product purchases. This isn't our biggest market so may not warrant much spend. 	<ul style="list-style-type: none"> Cost analysis and feasibility measure

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Push notifications	<i>Push notification, the delivery of information from a software application to a computing device without a specific request from the client</i>	Advertising	<ul style="list-style-type: none"> • Android and Apple both use push notifications. • Research how narrow this can be and look at ROI benefits. 	<ul style="list-style-type: none"> • Feasibility / ROI potential
QR codes	<i>a machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a Smartphone.</i>	Advertising	<ul style="list-style-type: none"> • Use on all adverts from now on - scan and URL takes the customer to the sign-in page for that campaign. 	<ul style="list-style-type: none"> • Add to adverts and create landing pages for each QR Code.
Receipts	<i>Advertising on receipts</i>	Advertising	<ul style="list-style-type: none"> • Advertising on event tickets or lanyards – on large events where there is greater ROI potential 	<ul style="list-style-type: none"> • Check prices / feasibility – may be too expensive.
Relationship marketing	<i>Customer loyalty and long-term customer engagement</i>	CRM	<ul style="list-style-type: none"> • There is a plan which we need to discuss how we should support a Customer Experience Programme 	<ul style="list-style-type: none"> • Collaborate between support and marketing to ensure positive brand experience.
Report and research writing sponsorship	<i>Sponsoring a report on a subject</i>	Content	<ul style="list-style-type: none"> • Create Guru Advocates by sponsoring them to write a report or research paper. • Use the intelligence to develop our product. • Create our own Guru. 	<ul style="list-style-type: none"> • Cost for outsourcing and predicted man-hours running these initiatives in-house.
Sandwich boards	<i>A pair of advertisement boards connected by straps by which they are hung over a person's shoulders.</i>	Advertising	<ul style="list-style-type: none"> • Don't dismiss this... could be a PR Stunt. 	<ul style="list-style-type: none"> • Look at feasibility and ROI
Search engine optimisation	<i>Visibility of a website or a web page in a search engine's unpaid results.</i>	Search marketing	<ul style="list-style-type: none"> • Ensure all pages are optimised and review regularly. 	<ul style="list-style-type: none"> • Monthly review of SEO performance. • Activities based around SEO • Allocate time/man hours
SMS	<i>Communicating directly with customers via text messages</i>	Mobile	<ul style="list-style-type: none"> • Not sure this is relevant. 	<ul style="list-style-type: none"> • N/A
Telesales/marketing	<i>A method of direct marketing in which a salesperson solicits prospective customers to buy products or services, either over the phone or through a subsequent face to face or Web conferencing appointment scheduled during the call.</i>	Telephone	<ul style="list-style-type: none"> • Outsourcing services – not sure this is effective with our target audience. 	<ul style="list-style-type: none"> • NA

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Transactional email	<i>Automated notifications such as welcome emails, shipping notices, order confirmations, password reminders, purchase receipts, etc.</i>	Email	<ul style="list-style-type: none"> Part of the CEP program. 	<ul style="list-style-type: none"> Check messages follow brand guidelines. Utilise CRM functionality and measure success.
Twitter account	<i>Twitter is a free social networking micro-blogging service</i>	Social	<ul style="list-style-type: none"> Maximise Twitter activity and add more followers to our corporate and micro sites. 	<ul style="list-style-type: none"> Schedule daily updates 1 hour each morning and afternoon. Ensure this is good content marketing.
Twitter advertising	<i>You'll only pay when users submit their information through your campaign. You'll never be charged for your organic activity on Twitter.</i>	Advertising	<ul style="list-style-type: none"> This is a fixed price service so we set the budget. Strategically as we've not used this method of advertising a low budget should be allocated until we can measure ROI. 	<ul style="list-style-type: none"> Test campaign Cost analysis Budget allocation Measurement Program based on ROI
Video Chat	<i>Technology used for conducting audio and video interaction in real time between users at disparate locations</i>	Direct	<ul style="list-style-type: none"> B2B and B2C correspondence – relationship building and more personal 	<ul style="list-style-type: none"> Technology availability Cost/training/brand delivery Technical competency
Videos (online)	<i>Watching the material on a computer that is streamed.</i>	Content	<ul style="list-style-type: none"> Delivery through services such as YouTube or hosted in-house. 	<ul style="list-style-type: none"> Program underway to create video tutorials, on-boarding, support etc. Video production customer support. Sales / Authority / Advocacy.
Wearables	<i>an item that can be worn - surprise</i>	Advertising	<ul style="list-style-type: none"> Comic 'high quality' t-shirts with a bold message and branded. E.g. Teacher and Proud. 	<ul style="list-style-type: none"> Create designs for review and provide during events as a freebee for visiting our stand... one size.
Wearable technology	<i>Wearable technology devices that can be worn by a consumer.</i>	Mobile	<ul style="list-style-type: none"> Not looking at this at the moment 	<ul style="list-style-type: none"> NA
Webchat	<i>A web chat is a system that allows users to communicate in real time using easily accessible web interfaces</i>	Direct	<ul style="list-style-type: none"> We don't do this currently however should keep this on the back burner should this become a CEP strategy Webinars? 	<ul style="list-style-type: none"> Resources? Feasibility? Guru / Advocates?
Website	<i>Corporate presence online</i>	Web	<ul style="list-style-type: none"> Leverage our marketing site for content marketing and inbound campaigns. 	<ul style="list-style-type: none"> Tie in activities with the inbound campaign and content marketing. Landing page conversions.
YouTube 'pre-rolls' and TrueView	<i>TrueView is a YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds</i>	Advertising	<ul style="list-style-type: none"> Cost may be prohibitive. 	<ul style="list-style-type: none"> Cost analysis for pre-rolls ROI prediction/benefits

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Youtube channel	<i>A channel on YouTube is the home page for an account.</i>	Social	<ul style="list-style-type: none"> • Manage YouTube account – content marketing and brand management 	<ul style="list-style-type: none"> • Branded channel • Production • Shelf-Life?