

# CONTENT MARKETING - MEDIA CHANNELS

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By media channels, we mean the platform you decide to use in order to market your content. This is an important step of your overall content marketing strategy because the channel also determines what content you must create. For instance, if the channel is a blog, then the content you can create are feature stories, product announcements, etc. Similarly, if it's your website's Facebook Page, then the content can be images, status messages, weblinks, etc.

There are three major strategies that you must consider while defining your media channels:

## **Analysis of Your Situation**

The first thing to do is to understand what existing channels do you have and which new ones you need or want.

- Do you already have a Facebook Page for your website?
- Do you need to develop a separate blog?
- Will it help in telling your story effectively to your customers?

The information about your customers and the story you want to tell are both crucial in deciding what media channels you want. It also depends on your budget and bandwidth.

## **Your Channel Objectives**

Now that you have a fair idea of your situation, you need to map the objectives of your channels. For instance, depending on the story you want to tell and your content marketing goals, you might decide that a blog would be the best channel. So your channel's primary objective would be to get more subscribers to your blog, which will generate leads for your sales.

## **Content Plan for Your Channel**

This is the part where you bring together your channel objectives and your content plan. Taking the above example, the primary objective of your blog is to get more subscribers, which brings in more leads. To achieve this, you might decide to write a couple of articles and club them together as an ebook, which you can then provide for free to new subscribers. However, before you decide the right content for your channel, you also need to consider the different personas of your customers.