



## MODULE

# SUSTAINABILITY MARKETING COMPETENCES

## Unit 5 | Activity 1 Marketing Channel mix



20min



- Pen and blank paper
- Access to internet
- Meeting space for the potential members (digital or physical space)

## DESCRIPTION

This unit will prompt you to examine, from a tactical point of view, the marketing landscape in which your business operates. It involves considering the platforms, media, activities, and events you currently utilise and why. You'll assess where you are getting the most return on your investment and what has the potential to attract new customers. Additionally, you'll explore where you are maintaining relationships with your customers. This unit will assist you in researching and identifying the most suitable channels and understanding where your customers are likely to be. It will emphasise the importance of adopting an omnichannel approach, where individual pillars are not isolated but rather combined to enhance the connection with your customers, partners, and other stakeholders.

# THE ACTIVITY

## Create a simplified channel mix for your business.

In this activity, you will examine your current and potential channel mix. Follow these steps:

- Write down a list of all the channels through which your business reaches its customers. If you have already completed the Business Model Canvas in Unit 2, you can find inspiration in Brick 3 - Channels.
- For each channel on your list, describe how and why you are using that channel.
- Identify the value that each channel contributes to your customers.
- Gather any available statistics from each channel, such as the number of followers, customer responses, etc.
- Document the resources (e.g., time, money) you allocate to each channel.
- Evaluate the list. Determine if each channel is worth using and if your business is investing effort wisely.
- If a channel is effective, consider how you can make it even better.
- If a channel is not effective, analyse why. Is there a need to use it differently or perhaps stop investing time in it altogether? If a channel is not yielding positive results for your business, you may need to make changes or discontinue it.
- Conduct research, starting with the internet, to learn about averages or explore ways to improve your channels.
- List any potential channels that may be relevant to your business.
- List and Explain how and why you should use these potential new channels. Assess the value they can provide.
- Evaluate the overall channel mix and combine channels in a way that makes sense for your business.
- Incorporate the channel mix into your marketing plan (details will be discussed further in Unit 6).

# THE THEORY

In the concept of a marketing channel mix, where as a business, you determine the most optimal way to utilise various marketing channels to enhance your customers' journey with you. It involves using your marketing resources efficiently, profitably, and creating the most value in all aspects.



*Illustration of the process for creating an agricultural microbusiness collective*

Channels are defined as the means through which you and your customers interact. These can include:

- Offline promotion
- Attending market events, etc.
- Social media
- Websites
- Public relations
- Email marketing
- CSR events
- Other events
- Sales channels
- Google, both organic and paid.

In your channel mix, you need to test and gather enough data to inform your planning.

- This can be measured in various ways, such as identifying channels with the highest engagement, the broadest reach, the most activity, or the highest return on investment in terms of new customers or increased orders. This aspect will be explored further in Unit 7.
- It is important to distribute your activities across multiple channels so that your business can build awareness and deliver a consistent customer experience

## Developed by our organizations

