

# BANG-FOR-BUCK MARKETING MATRIX

	Bought	Earned	Owned	Automated		
Awareness	<p>Trade Shows Billboards / Posters Sponsorships Advertisements Video Placements AdWords Social Media</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Digital Agencies</li> <li>• Advertising Agencies</li> <li>• Local clubs</li> <li>• Industry bodies</li> </ul>	<p>Major publications News / Newspapers Newsjacking Viral media</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• PR Agencies</li> <li>• Journalists</li> <li>• Influencers</li> </ul>	<p>Locations Partnerships Competitions</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Real Estate</li> <li>• Chambers of Commerce</li> <li>• Local associations</li> <li>• Suppliers</li> <li>• Vendors</li> <li>• Associations</li> </ul>			<p><b>BIG</b> \$\$\$</p>
Consideration	<p>Advertorials Paid conferences Paid awards Affiliate Marketers</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Publications</li> <li>• Associations</li> <li>• Influencers</li> </ul>	<p>Media bookings Interviews Editorials / articles Publications Social Media following Referrals Quotes / Reviews Word of Mouth Awards</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• PR Agencies</li> <li>• Journalists</li> <li>• Customers</li> <li>• Vendors</li> <li>• Social Media Accounts</li> <li>• Influencers</li> <li>• Associations</li> </ul>	<p>Give-aways Webinars Quant Marketing</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Associations</li> <li>• Digital Agencies</li> <li>• Videographers</li> <li>• Strategists / Consultants</li> </ul>	<p>Automated Webinars</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Digital Agencies</li> <li>• Copywriters</li> <li>• Videographers</li> </ul>		
Conversion	<p>Quant Marketing</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Digital Agencies</li> <li>• Strategists / Consultants</li> </ul>	<p>Email list Newsletter Servicing obligations</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Marketing Staff</li> <li>• Sales people</li> </ul>	<p>Websites Brochures Videos / Channels Photos and Illustrations Technical PDFs Social Media Accounts Stories Content</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Digital Marketing Agency</li> <li>• Videographers</li> <li>• Photographers</li> <li>• Graphic designers</li> <li>• Copywriters</li> <li>• Strategists / Consultants</li> </ul>	<p>Online Store Onboarding course Landing Pages Self-service</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Digital Agencies</li> <li>• Copywriters</li> <li>• Videographers</li> </ul>		
Follow-up		<p>Sponsorship Buyers Confirmation Feature Releases Check-ins</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Marketing Staff</li> <li>• Sales people</li> </ul>	<p>Email list Newsletter Servicing obligations Check-ins</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Marketing Staff</li> <li>• Sales people</li> </ul>	<p>Re-targeting Follow-up / Survey requests Drip-feed campaigns Abandoned cart Upselling / cross-selling</p> <p><b>Get help from:</b></p> <ul style="list-style-type: none"> <li>• Digital Agencies</li> <li>• Copywriters</li> <li>• Product managers</li> <li>• Sales people</li> </ul>	<p><b>\$</b> SMALL</p>	

BUILD RIGHT-TO-LEFT  
MARKET LEFT-TO-RIGHT

