

Module 17, Lesson 2 Handout:

Identifying Preferred Channels & Content Types

What channels do you want to distribute to? What type of content is your audience into? Not into? These are some of the questions you'll need to answer in order to really nail down which channels and content types you're going to focus on. In order to answer these questions, you'll need to understand the pros, cons, and quirks of all of the above.

Content Channels

There are more content channels than we could possibly discuss right here and now, so we've put together a list and a short description of some of the most popular and successful channels for distributing your content. This should be more than enough to get you started.

1. Websites:

Websites come in all shapes and sizes, and there are basically unlimited options when it comes to choosing a platform that works for you. If you only have one channel (you should have more), then this would be the one you don't want to skip. In today's digital era, you have a website, or you don't exist.

2. Email:

Email marketing is a great way to nurture your leads in different stages of the funnel. [Mailchimp](#) and [Constant Contact](#) are both great platforms for sending custom emails, and there are plenty more sophisticated options if you decide to ramp this area of your marketing up.

3. Social Media Channels:

You don't have to be, nor should you be, on every platform. But here are the ones you should definitely consider. Choose 1 or 2 to start. You can always add more later if need be.

Facebook: One of the most popular social media platforms around the world, Facebook is a place for all things social. Share images, blogs, videos, gifs, podcasts and links of all types, sizes and lengths. Use it for business or personal reasons. Use it for free, or buy ads. Go live. Build a community. It's uses are seemingly never ending.

Twitter: If you can keep up with the pace, it's a great site for sharing articles, following trending hashtags, discovering new ideas and companies, and more. Don't blink, though, you could miss an entire trend pass you by.

LinkedIn: A professional social media network, which allows you to create a profile that features your skills, experience, and expertise. It's a great way to connect with coworkers and professional acquaintances to grow your career and/or your business.

Instagram: With a focus on sharing images and stories, this platform will have you scrolling for days in search of ideas, recipes, inspiration, new products, helpful services, and of course, cat photos. Use it for personal social connections, or to show the human side of your business.

YouTube: Watch music videos, how-to videos, comedy shows, recipe demonstrations, virtual workouts, DIY hacks, vlogs, and more on this highly visual and engaging platform. This is going to be a really powerful channel for you, if you choose to use it. (You should!)

Pinterest: A fun platform for saving ideas, recipes, products, color schemes, exercise plans, inspirational quotes, and more. It's a great way to create images and graphics that draw people in, driving them to your website or social media channels. Plus, it's a lot of fun!

Tumblr: Best for sharing short blogs/text, photos, links, videos, podcasts, and more. It's really a mixed bag, but is also a bit of a hidden gem.

4. **Online Publications:**

Another great channel for sharing content like press releases, news articles and guest feature articles are online publications like local online news sites, online industry publications, and highly visible industry blog sites. If you have content you want to share with a wider audience, you may want to consider this type of content distribution.

What Type of Content Does Your Audience Like?

It may take some time to clearly identify what types of content your audience likes best. The best way to find this out is to ask. Ask for feedback at the end of your blogs, social media posts, and in emails. People enjoy being asked for their opinion, and you can use that to make changes to your content strategy as you go.

You can even send out questionnaires using tools like SurveyMonkey, or you can even use spreadsheets and/or email marketing tools to collect feedback, depending on the size of the audience you're surveying.

If your audience isn't into lengthy blogs, that doesn't necessarily mean you can't write them and use them as part of your content marketing strategy, but you should focus more on creating content they do like. If your audience likes podcasts and/or videos, you'll want to get versed on those platforms so you can give them what they want.

My Top 3 Favorite Channels Are:

My Audience/Customers Prefer These Channels:

I have no interest in using these channels:

My audience doesn't seem to like these channels:

My top 3 Favorite Types of Content to Create Are:

My audience/customers prefer these types of content:

My audience doesn't seem to engage with these types of content:

I have no interest in creating these types of content:

Once you've identified the above, you'll have a better idea of which channels and content types to focus on. Remember, you don't have to use them all, and it would be crazy to try! Work smarter, not harder.