



Creators of Captivating Communication



Queensland Government

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ACTIVITY SHEETS | Marketing Channels

Existing & New Digital Marketing Channels

1. Write down the digital marketing channels you currently use. If you don't use any currently, what channels do you think would be a good fit for your business?

2. Which of your customer personas will you be targeting through these channels?

3. What other digital marketing channels would you like to adopt and why?
