

Marketing Channels Form

<b>Marketing Channel</b>	<b>Appropriate to Niche?</b>	<b>Sales Potential</b>	<b>Budget</b>	<b>Decision/Comments?</b>
Direct Mail				
Lead Generation Website & PPC Traffic				
Networking Online & Offline				
Referral System				
Joint Venture Marketing				
Telemarketing				
Signage				
Free Publicity				
Trade Shows				
Advertising in Niche Magazines, Websites				