| **Small business marketing communication (example 1)****Business name:** |
| --- |
| **Brief outline of the marketing communication** |
| **Channels used** |
| **Traditional** | Used? | **Modern** | Used? |
| * Local publications and direct mail
 |  | * Email
 |  |
| * Radio
 |  | * Websites and blogs
 |  |
| * Telephone
 |  | * Social media
 |  |
| * Sponsorship
 |  | * Social video
 |  |
| * Face-to-face
 |  | * Experiential marketing
 |  |
| **Description of how traditional and modern channels were used by the marketing communication** |

| **Small business marketing communication (example 2)****Business name:** |
| --- |
| **Brief outline of the marketing communication (‘what and when’)** |
| **Channels used** |
| **Traditional** | Used? | **Modern** | Used? |
| * Local publications and direct mail
 |  | * Email
 |  |
| * Radio
 |  | * Websites and blogs
 |  |
| * Telephone
 |  | * Social media
 |  |
| * Sponsorship
 |  | * Social video
 |  |
| * Face-to-face
 |  | * Experiential marketing
 |  |
| **Description of how traditional and modern channels were used by the marketing communication** |

| **Explanation of the benefits of traditional and modern channels used by each marketing communication** |
| --- |
| **Example 1** |
| **Example 2** |

| **Judgement of the extent to which each marketing communication made effective use of channels** |
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