

Channel Mapping

Fillable worksheet. Type your answers. Save the file.

Map three channels you will actually use, the mindset of the audience on each, the journey stage, and the job that channel does. Then split the budget. Then name what you ignore and why.

01 AUDIENCE SEGMENT

Who is this for. Not a demographic. A mindset.

02 THREE CHANNELS

Channel. Mindset of the audience. Journey stage. Job to be done.

CHANNEL	MINDSET	JOURNEY STAGE	JOB
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03 BUDGET SPLIT: 60 BRAND BUILDING, 40 ACTIVATION

Fill in the dollar amounts and the actual split you defend.

TOTAL BUDGET (\$)	BRAND %	ACTIVATION %
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BRAND BUILDING RATIONALE

ACTIVATION RATIONALE

04 THREE CHANNELS WE DELIBERATELY IGNORE AND WHY

Discipline is what you say no to.

01

02

03