

33 digitale marketingkanaler

Kanal	Kategori	POEM	Tragt	Eksempler
Affiliate marketing	Referencemarketing	Paid	Top	Kommision/partnere
Bannerannoncer	Annoncering	Paid	Top	Google displaynetværk
Blogging	Content Marketing	Owned	Top	
Case	Referencemarketing	Owned	Midt	Eksempel/udtalelse
Demo	Hjemmeside	Owned	Bund	Prøveperiode/test
E-bøger	Content Marketing	Owned	Midt	
Email	Email marketing	Owned	Top	
Facebook	Sociale medier	Owned	Top	
Fællesskaber online	Autoritet marketing	Earned	Top	Amino, Reddit, Quora
Hjemmeside	Hjemmeside	Owned	Alle	
Google Ads	Søgemaskinemarketing	Paid	Top	
Google My Business	Lokal marketing	Owned	Top	
Gæsteblogging	Content Marketing	Earned	Top	
Guides	Content Marketing	Owned	Midt	PDF, skema, tjekliste
Infografikker	Content Marketing	Owned	Top	
Influencer marketing	Referencemarketing	Paid	Top	
Instagram	Sociale medier	Owned	Top	
LinkedIn	Sociale medier	Owned	Top	
Livestream	Event	Owned	Midt	
Nyhedsbrev	Email marketing	Owned	Midt	
Pressemeddelelser	PR	Earned	Top	
Podcast	Lyd	Owned	Top	
Pinterest	Sociale medier	Paid	Top	
Retargeting	Retargeting	Paid	Top	Facebook/bannere
SoMe annoncering	Annoncering	Paid	Top	Facebook/LinkedIn
SoMe grupper	Autoritet marketing	Earned	Top	Facebook/LinkedIn
Snapchat	Sociale medier	Owned	Top	
Søgemaskineoptimering	Organisk	Owned	Top	
Online mund-til-mund	Referencemarketing	Earned	Bund	Facebook/Trustpilot
Twitter	Sociale medier	Owned	Top	
Video	Video	Owned	Top	
Webinar	Event	Owned	Bund	
Youtube kanal	Sociale medier	Owned	Top	

