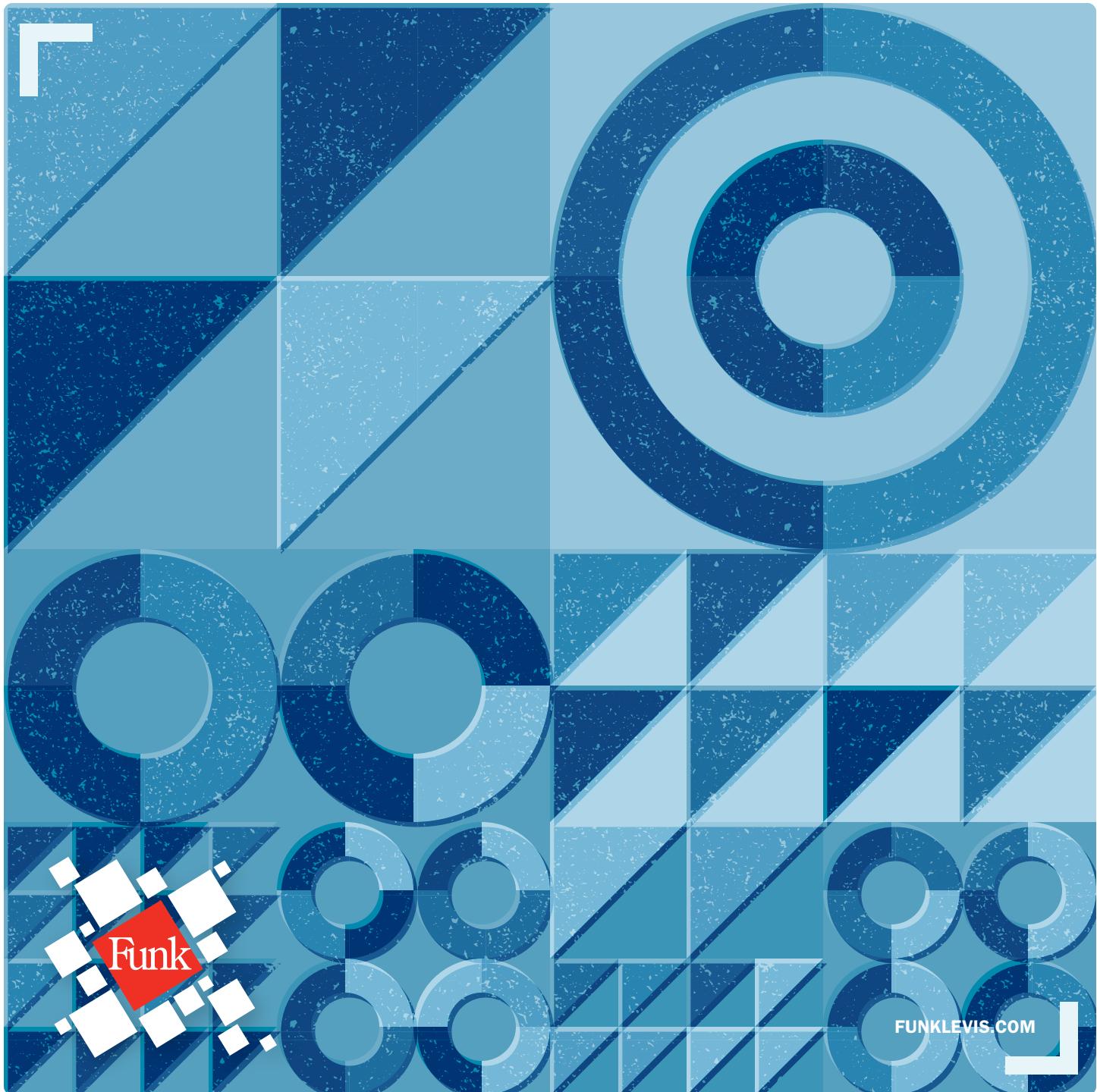


Multi-Channel Planning Matrix

Transform your product or service launches
from chaotic to strategic





This comprehensive planning matrix helps you orchestrate cohesive, multi-channel product promotions that drive real results. Perfect for marketing managers, product teams, and business owners who want to:

- ✓ Align all marketing channels for maximum impact
- ✓ Prioritize high-ROI promotional activities
- ✓ Create a clear roadmap for successful launches
- ✓ Track and measure campaign effectiveness



PRODUCT/SERVICE NAME: _____

CAMPAIGN DATES: _____

OBJECTIVE: _____

MEASURABLE GOAL(S): _____



Website Updates

Component	Priority	Selected	Notes
Smart Bar/Slide-in	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Homepage Feature	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Landing Page Update	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Pop-up for New Visitors	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Navigation Menu Updates	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	

TIP: Not sure which website updates will drive the most impact?
Get our free [Website Power Checklist](#).

Content Creation

Component	Priority	Selected	Notes
Blog Posts	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Video Content	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Downloadable Resources	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Case Studies	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
FAQ Updates	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Press Release	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	

Email Marketing

Component	Priority	Selected	Notes
Announcement Email	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Feature Highlight Email	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Newsletter Feature	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Customer Spotlight	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	

Social Media

Component	Priority	Selected	Notes
Feature Posts	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Testimonial Graphics	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Video Clips	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Behind-the-Scenes Content	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Quick Tips/How-Tos	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Community Building/Engagement	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	

Paid Advertising

Component	Priority	Selected	Notes
Pay-Per-Click Ads (e.g., Google, Microsoft Ads)	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Paid Social (e.g., Facebook, Instagram, LinkedIn)	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Display Ads	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Retargeting Campaigns	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Video Ads (e.g., YouTube pre-roll)	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	

Ready to unlock the full potential of your Google Ads?

Download our [Ultimate Google Ads Checklist](#).

Virtual Events

Component	Priority	Selected	Notes
Live Q&A Session	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Product Demo	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Expert Panel	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Implementation Workshop	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	

TIP: Consider complementing virtual events with offline promotions like tradeshows or in-store events to maximize reach.

Partnership Activities

Component	Priority	Selected	Notes
Co-branded Materials	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Influencer Outreach/Collaboration	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Joint Webinars	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Member Benefits/Discounts	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Cross-Promotion	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Affiliates Communications	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	

Support Materials

Component	Priority	Selected	Notes
One-Pager Overview	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Implementation Guide	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Comparison Sheet	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
ROI Examples	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	
Public Relations/Media Kit	<input type="radio"/> High <input type="radio"/> Med <input type="radio"/> Low	<input type="radio"/>	

Additional Notes:

(Use this space to list any special considerations, unique timelines, cross-departmental needs, or resources required.)

BONUS: MARKETING ACCELERATION TOOLKIT

- ✓ High-Impact Website Improvement Checklist - Optimize your site for more traffic, leads, and conversions.
- ✓ 30-Minute Brand Audit Checklist - Quick-start guide to strengthen your brand identity.
- ✓ Google Ads Quick Wins Checklist - Boost your ad performance in under an hour.
- ✓ 30 Content Prompts That Convert – Fill your content calendar with engaging topics that drive real results.
- ✓ Marketing Channels Assessment Quiz - Find your most effective marketing opportunities fast.



CONTACT US TO UNLOCK THESE ADDITIONAL RESOURCES

READY TO TRANSFORM YOUR PRODUCT LAUNCHES?

FunkLevis helps businesses maximize their product promotion ROI through strategic planning and multi-channel execution.

Our team of certified experts will help you:

- * Create a cohesive launch strategy
- * Identify your highest-impact channels
- * Scale what's working while testing new opportunities



Book Your Free Strategy Session Today! or contact us at info@funklevis.com.