

Project Promotion Channels Overview

This tool is designed to help you understand the strengths and limitations of the various channels you might use to promote your project. The [Selecting the Right Promotion Channels Worksheet](#) will guide you in processing the information below and thinking through which channels may be right for your project.

	Digital Marketing			Traditional Marketing				
	Organic Social Media	Email Marketing	Paid Digital Media	Radio Ads	Print Ads	Direct Mail	Outdoor Ads	Television Ads
Description	Content that users share with each other on their feeds.	Email messages to a group of people.	Paid placement of digital ads, such as website banner ads or search ads.	Paid promotion during a radio program or podcast.	For example, magazine and newspaper ads, flyers, and newsletters.	Mailing tangible materials to individuals.	For example, billboards, transit ads, and bus stop ads.	Paid promotion during a television program or streaming content.
Production Time	Creating and posting content can be quick and easy but must be done on an ongoing basis.	Time to build your mailing list. Requires concept development and copy-writing on an ongoing basis.	Ad placement requires design expertise and technical knowledge.	Can be as quick as 1-2 weeks to produce and place an ad.		Can take 3-6 weeks to plan, design, and mail materials.	Can be as quick as 1-2 weeks to produce and place an ad.	Can require many months to plan and reserve air time.
Cost	Staff time to develop content, but posting to social media is free.	Email marketing platforms may be free or have a monthly cost.	Staff time to develop content. Ad costs vary depending on goals and can become high when trying to reach a large audience. Some platforms have a minimum spend.	Recording and placing the ad can be done affordably.	Ad writing and design is usually affordable, but the cost of ad placement can vary greatly from publication to publication.	Production costs are higher than some other methods because direct mail includes design, printing, address list purchase, postage, and mailing coordination.	Ad writing and design is usually affordable. Placement costs can vary greatly depending on method and location.	The cost of production and airing is higher than any other method.

	Digital Marketing			Traditional Marketing				
	Organic Social Media	Email Marketing	Paid Digital Media	Radio Ads	Print Ads	Direct Mail	Outdoor Ads	Television Ads
Adaptability	Results are trackable and adjustments can be made in real time.	Results are trackable but emails can't be edited once sent.	Results are trackable and adjustments can be made in real time.	Ads can't be edited once final.		Mailings can't be edited once printed but subsequent rounds can be edited.	Digital ads can be updated, but static ads cannot.	Ads can't be edited once final.
Ease of Testing and Evaluating	Short and specific campaigns can test different approaches. ¹ Views, clicks, video completion rates, shares, and more are measurable.	Short and specific campaigns can test different approaches. ¹ Open rates and click rates are measurable.	Short and specific campaigns can test different approaches. Views, clicks, video completion rates, shares, and more are measurable.	Only the number of listeners is available. Measure effectiveness via an ad's call to action metrics. ²	Only broad circulation numbers are available. Measure effectiveness via an ad's call to action metrics. ²	When the mailing contains a specific call to action, evaluate effectiveness by tracking the outcome.	Effectiveness can only be tested using tracking URLs.	Only circulation numbers are available. Measure effectiveness via an ad's call to action metrics. ²
Ability to Microtarget	Primarily reaches people already following your page, but cannot reach specific audiences or groups of followers.	A subscriber list can be segmented for microtargeting.	Renders a lot of data about individual users. Use this data to tailor messages to priority audiences.	Can target if radio stations have nuanced data on listeners by program. Niche and local stations can be effective for reaching specific audiences.	Can target if publications have nuanced data on readership. Niche and local publications can be effective for reaching specific audiences.	Can reach a specific audience with a targeted message, delivered directly to their home.	Can only target those likely to frequent a certain area or transit line.	Can only target audiences of specific channels or shows.

¹ A/B testing, also known as split testing or bucket testing, involves comparing two versions of a digital ad, social media post, webpage, or app to determine which one performs better. [This article from Hubspot explains A/B testing in more detail.](#)

² A call to action is a piece of content intended to get people to take a specific action, like making an appointment or visiting a website. Call to action metrics indicate if people have taken that action; examples include tracking URLs, social media accounts, and clinic visits.

	Digital Marketing			Traditional Marketing				
	Organic Social Media	Email Marketing	Paid Digital Media	Radio Ads	Print Ads	Direct Mail	Outdoor Ads	Television Ads
Ability for Broad Reach	Primarily existing followers see posted content, so reaching new audiences is difficult.	Not effective for broad reach.	Very effective for broad reach.	Depending on the radio station, reach can be niche or broad.	Depending on the publication, reach can be niche or broad.	Possible to reach broad audiences.	Reaching a large array of people is possible in high visibility areas.	Given the popularity of television, broad reach is possible.
Opportunities for Audience Engagement/ Interactivity	Audiences can like, follow, comment, share, click, and complete surveys.	Audiences can reply, click, and forward.	Opportunities vary depending on ad goals and type. Audiences can click, call, like, follow, comment, and share.	Because these ads are static, engagement will come from the call to action.				

Reminder: When developing materials, Title X grantees should include the Acknowledgement of Federal Grant Support—see page 29 of the [Title X Program Handbook](#) for specific guidance. This requirement is part of the Standard Terms of the Title X Award. Grantees should coordinate with their Grants Management Specialist if adjustments to the acknowledgement are needed.