

Channel Decision

Be able to explain why a particular marketing channel makes sense.

BUSINESS / PROJECT NAME:	PREPARED BY / ROLE:	DATE:
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THE ZILGROW THINKING SHIFT:
Start with the problem, not the platform. The channel should follow the business problem, not the other way around.
Instead of asking: "Everyone is using Instagram Reels or Google Ads - should we do that too?" -> Ask: "Where does our buyer look for solutions?"

01 Problem & Buyer Discovery Context

Understand how your buyer discovers solutions before selecting where to invest.

1. The Business Problem to Solve Need immediate enquiries, long-term search visibility, category education, or	2. Buyer Search vs. Discovery Behaviour Are buyers actively searching for this solution, or must we interrupt and educ
3. Offer Ticket Size & Decision Cycle Impulse purchase, considered B2C decision, or multi-touch B2B sales cycle?	4. Available Resources (Budget, Time, Skills) Monthly ad budget, content production capacity, and timeline for results.

02 Channel Evaluation & Fit Matrix

Evaluate candidate channels objectively against your business problem and buyer behaviour.

Channel Option	Primary Job It Does Best	Buyer Fit (High/Med/Low)	Resource & Budget Fit	Verdict (Primary/Support)
Search (SEO / AEO)	Capture ongoing search intent			
Google Search Ads	Capture immediate high-intent demand			
Meta Ads (FB/IG)	Earn attention & generate demand			
Organic Social / Video	Build trust, education & familiarity			
LinkedIn / B2B Outbound	Reach specific decision-makers			
Email / WhatsApp	Nurture leads & drive repeat action			

03 Role of Selected Channels in the Growth System

Define how your chosen channels work together rather than operating in silos.

Funnel Stage	Selected Channel	What the Audience Sees / Experiences	Expected Next Action
1. Discovery / Traffic			
2. Education / Trust			
3. Conversion Capture			
4. Retargeting / Loyalty			

04 Channel Decision Rationale

Document why you chose your primary channel and why you are saying no to distractions.

Primary Channel Chosen & Why
Explain in 2 sentences why this channel is the highest-leverage fit right now.

Supporting Channel Chosen & Why
How does this second channel support or capture demand from the primary channel?

Channels We Are Intentionally Skipping Now
Which popular platforms are we ignoring for the next 90 days to stay focused?

90-Day Channel Validation Milestone
What specific signal will confirm this channel decision was right?

Channel Decision Sanity Check

☐ We chose this channel because our buyers are there, not just because competitors are posting there.

☐ Our offer economics (margin / LTV) can support the typical acquisition cost of this channel.

☐ We have the creative and landing page assets required to make this channel work.

☐ We are focusing deeply on 1-2 core channels instead of spreading thin across 6 platforms.