

COMMUNICATION CHANNELS | GUIDE

Written ("formal")	Personal ("informal")
Website (corporate, dedicated) Webshop Intranet, internal channels Advertisements (job ads, flush ads, branding ads) Letterhead stationery Business cards Signs Annual reports Invoices, offers Articles, blog posts Newsletters E-mail signatures Social media (e.g. Twitter, Facebook, LinkedIn, Instagram, Pinterest) Google ads, SEO PR Product catalogue, info sheets Care labels, hang tags Merchandise (t-shirts, mugs etc) Sales materials Screen savers, webinar background	Stakeholders (e.g. customers) Customer meetings Exhibitions, fairs (messer) Sales meetings / sales reps Employees Speeches Seminars/conferences Networking events Idea hack events School visits Job interviews Public events (e.g. Folkemødet) Social media (e.g. Twitter, Facebook, LinkedIn, Instagram, Pinterest) Influencers (e.g. bloggers, celebrities) Work groups, task forces Awards Coffee machine Influencers Employee gifts Customer presents

