

PAID MEDIA ASSESSMENT TOOL

Place a checkmark next to those channels in the Current table. Fill in the specific platform or platforms used for each channel. Then make note of your key performance indicators – the measurable values you used to determine how effective that effort was in achieving your objectives. In the last column of that table, note the approximate budget for that channel.

In the Future table, place a checkmark next to the channels you believe may be useful in your own marketing efforts. The other columns can be used to capture the specific platform you would use for each channel, as well as potential strengths and weaknesses of that channel as it relates to your organization and its customers or clients.

Current	Channel	✓	Platforms	Key Performance Indicators	Budget
	Search Engine Marketing				
	Email Marketing				
	Display Ads				
	Retargeting				
	Video Ads				
	Social Media Ads				
	Mobile Ads				

Future	Channel	✓	Platforms	Strengths	Weaknesses
	Search Engine Marketing				
	Email Marketing				
	Display Ads				
	Retargeting				
	Video Ads				
	Social Media Ads				
	Mobile Ads				