



This topic will be about channel strategy



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Once the topic is completed and approved, learners will be able to understand

Channel design, online strategies, direct channels, indirect channels



In this lesson, we will learn

- *The definition of marketing channels*
- *What is included in channel strategy*



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Channel Strategy

Channel Design

Channels are divided into direct and indirect.

It is **direct** when it is sold through personal contacts of the company to potential buyers by

- phone,
- e-mail, etc.

Indirect channels sell through third party intermediaries

such as

- agents,
- brokers,
- resellers,
- distributors,
- dealers, etc.



Channel Strategy

Indirect Channels

Indirect channels can operate through a variety of intermediaries, but retailers are the most common.

They are the most visible and are in direct contact with customers, so they have the greatest impact on creating brand equity.



Channel Strategy

Direct Channels

To take control of the buying process and build customer relationships, companies create their own sales stores.



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Channel Strategy

Online strategy

Integrated sales channels allow customers to decide **when, where, what and how to buy.**



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CREDITS

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