How to choose your first marketing channel?

For: Trading company · limited liability company · limited company

Practical business guidance · Reviewed: 2026-11-15

Applicability: Not tied to a statutory date

Test the channel through which you can reach specific customers and track sales.

Test the sales hypothesis

To begin with, choose one target audience, one clear offer and one measurable goal – for example a qualified enquiry or a sale. The number of impressions and reactions can be useful, but without any link to business results it does not demonstrate profitability.

Pre-determine the budget, the duration of the test and the condition for proceeding. Include the time spent on the content and on responding to enquiries. After the test, change one key assumption so that you can understand the result.

How to prepare this in your business

In advance, note how you identify a quality enquiry and which data point is linked to sales. Distinguish between new and existing customers when it's important for the campaign's objective. That way, you won't automatically attribute the same business impact to every visit or order.

At the end of the test, summarise what you have learned about the audience, the offering and the cost. If there is not enough data, the conclusion may be that the test needs to be adjusted; it is not necessary to draw the conclusion from a small sample that the entire channel is definitely working or not.

Example of a small sales test

Invest €100 in a clearly defined offer and you'll get four customers. The cost of the advert per customer is €25, but you're only assessing its profitability based on the contribution of those sales after covering other costs.

Specific next steps

1. Describe the customer and the offer.
2. Set a limited budget for the test.
3. Measure quality enquiries and cost of sale.

Most common mistakes

• Increase the budget for clicks without checking sales.

• Simultaneously change the audience, the offer, the price and the landing page.

Limits of application

Adapt the guideline to the circumstances of your business.

If you need further assistance

For assistance with your business plan, proposal or process organisation, you can contact Adria Trends.

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