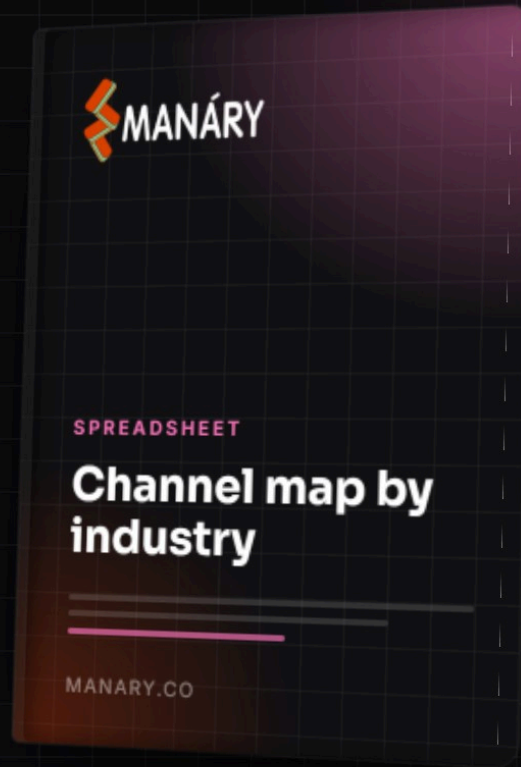


**SPREADSHEET**

Spreadsheet · Excel and Google Sheets

Channel map by industry

Where to invest first, based on your type of business and average ticket.

- ✓ The channels in order of priority for your industry
- ✓ A starting budget split to test
- ✓ How average ticket and sales cycle change the choice
- ✓ The full map as a spreadsheet you can download

M By Manary · Updated October 2026 · 8 min read

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This PDF is the version to keep and print. The interactive version, with the tool and the spreadsheet, is at manary.co/en/ebooks/channel-map-by-industry/

THE 30-SECOND SUMMARY

- There's no such thing as a good or bad channel, only the right channel for your type of business, your ticket and the way your sale happens.
- The map ranks 12 channels for 9 industries and adjusts the order based on your average ticket and how you sell.
- It suggests a starting budget split to test, not a rule. What really decides is each channel's cost per customer.

"Where should I advertise?" is the question we hear most from people starting, or restarting, their marketing. The honest answer is: it depends. But it depends on things you can map. A neighborhood clinic, an industrial parts manufacturer and an online clothing store shouldn't start with the same channels, and they almost always do, because they copy what the competition does or what their agency knows how to sell.

This map is the starting point Manary uses in planning. It doesn't replace testing: it shows you where to start, so you spend less finding out what works.

The four roles a channel can play

Before choosing channels, it helps to understand what each one does. Every channel plays one or more of these roles:

Capture demand

WHAT IT DOES

Shows up for people who are already looking for a solution

TYPICAL CHANNELS

Google Ads (Search), Shopping, SEO, Google Maps, marketplaces

Create demand

WHAT IT DOES

Sparks interest in people who weren't looking yet

TYPICAL CHANNELS

Meta Ads, TikTok, YouTube, LinkedIn, content

Convert

WHAT IT DOES

Turns interest into an inquiry or a purchase

TYPICAL CHANNELS

Remarketing, WhatsApp, email, outbound prospecting

Retain and multiply

WHAT IT DOES

Brings customers back and gets them to bring others

TYPICAL CHANNELS

Email, WhatsApp, referral programs, partnerships

The general rule: **if your budget is small, start by capturing demand**, because that's where the return comes fastest. Creating demand is essential for growth, but it takes longer to turn into sales and needs the cash to sustain it.

Before you create demand, capture the demand that already exists. Before you buy more customers, take care of the ones you already have.

The interactive map

Choose your industry, your average ticket and how the sale happens. The list shows the channels in order of priority. Your media budget is split among the top-ranked paid channels; the others take team time, not media spend.

Industry

B2B professional services



Average ticket

Medium (\$300 to \$5,000)



How the sale happens

Conversation with a salesperson



1

Google Ads (Search)

Captures people who are already searching

≈ 55% of media

2

Referrals and partnerships

Warmer, cheaper leads

team time

3

LinkedIn Ads

Reaches the right job titles and companies

≈ 45% of media

4

Outbound prospecting

Goes after specific accounts

team time

5

SEO and content

Traffic that compounds over time

team time

6

Email and WhatsApp (CRM)

Converts and retains people who already know you

team time

Referrals are still the strongest channel; search and LinkedIn bring in new demand. Specialized content shortens the sales cycle and qualifies leads before the first meeting.

This split is a starting point for the first 8 to 12 weeks. After that, each channel's cost per customer calls the shots. Channels marked "team time" (Google Maps, SEO, email and WhatsApp, referrals, outbound prospecting) use almost no media budget, but they need a routine and someone in charge.

Download the spreadsheet

The full map of 9 industries and 12 channels, the adjustments by ticket and type of sale, and a budget planner. Opens in Excel and Google Sheets.

Download spreadsheet (.xlsx)

The full map

This is the map's baseline by industry, before any adjustments. It reflects the most common pattern in each market; your business may have specifics that change the order.

Technology and software

HIGH PRIORITY

Google Ads (Search), SEO and content

MEDIUM PRIORITY

LinkedIn Ads, Email and WhatsApp (CRM), Referrals and partnerships, Outbound prospecting, Meta Ads (Instagram and Facebook), YouTube and video

COMPLEMENTARY

TikTok Ads, Marketplaces and portals

E-commerce and online retail

HIGH PRIORITY

Google Shopping and Performance Max, Meta Ads (Instagram and Facebook), Email and WhatsApp (CRM)

MEDIUM PRIORITY

Google Ads (Search), Marketplaces and portals, TikTok Ads, SEO and content

COMPLEMENTARY

YouTube and video, Referrals and partnerships, Google Business Profile and Maps

Financial services

HIGH PRIORITY

Google Ads (Search)

MEDIUM PRIORITY

SEO and content, Email and WhatsApp (CRM), Referrals and partnerships, Meta Ads (Instagram and Facebook), YouTube and video, LinkedIn Ads

COMPLEMENTARY

TikTok Ads, Google Business Profile and Maps, Outbound prospecting, Marketplaces and portals

Education and training

HIGH PRIORITY

Meta Ads (Instagram and Facebook), Google Ads (Search), Email and WhatsApp (CRM)

MEDIUM PRIORITY

YouTube and video, SEO and content, TikTok Ads, Referrals and partnerships

COMPLEMENTARY

Google Business Profile and Maps, LinkedIn Ads, Marketplaces and portals, Outbound prospecting

Health and wellness

HIGH PRIORITY

Google Ads (Search), Google Business Profile and Maps

MEDIUM PRIORITY

Meta Ads (Instagram and Facebook), SEO and content, Referrals and partnerships, Email and WhatsApp (CRM)

COMPLEMENTARY

TikTok Ads, YouTube and video, Marketplaces and portals, Google Shopping and Performance Max

B2B professional services

HIGH PRIORITY

Referrals and partnerships, Google Ads (Search), LinkedIn Ads

MEDIUM PRIORITY

SEO and content, Outbound prospecting, Email and WhatsApp (CRM)

COMPLEMENTARY

Meta Ads (Instagram and Facebook), YouTube and video, Google Business Profile and Maps, TikTok Ads

Brick-and-mortar retail and local services

HIGH PRIORITY

Google Business Profile and Maps, Meta Ads (Instagram and Facebook)

MEDIUM PRIORITY

Google Ads (Search), Email and WhatsApp (CRM), Referrals and partnerships, TikTok Ads

COMPLEMENTARY

SEO and content, Marketplaces and portals, Google Shopping and Performance Max, YouTube and video, Outbound prospecting

Industrial and manufacturing

HIGH PRIORITY

Google Ads (Search), SEO and content, Outbound prospecting

MEDIUM PRIORITY

LinkedIn Ads, Referrals and partnerships, Email and WhatsApp (CRM), YouTube and video

COMPLEMENTARY

Marketplaces and portals, Meta Ads (Instagram and Facebook), Google Shopping and Performance Max, Google Business Profile and Maps

Real estate and construction

HIGH PRIORITY

Meta Ads (Instagram and Facebook), Google Ads (Search)

MEDIUM PRIORITY

Email and WhatsApp (CRM), YouTube and video, Marketplaces and portals, Referrals and partnerships, SEO and content, Google Business Profile and Maps

COMPLEMENTARY

TikTok Ads, LinkedIn Ads, Outbound prospecting

How ticket size and type of sale change the choice

Two businesses in the same industry may need different channels. The map's adjustments follow this logic:

Low ticket

Each sale leaves little margin, so the channel has to be cheap per customer and work at scale. Meta, TikTok, marketplaces and Shopping gain ground. LinkedIn and outbound prospecting rarely pay for themselves.

High ticket

A single sale pays for a lot of investment, and the decision is more considered. Channels that reach the right person precisely (LinkedIn, outbound prospecting) and trust-building channels (referrals, content, video) move up the list.

Direct purchase on the website

The path is short: ad, page, purchase. Shopping and remarketing make a difference, and email and WhatsApp bring in repeat purchases.

Conversation with a salesperson

The channel delivers a contact, not a sale. Search and LinkedIn bring in leads with intent; outbound prospecting comes in for specific accounts; and the CRM has to track the entire cycle.

In-store or in-person service

Local search rules: your Google Business Profile, with photos, hours and reviews, is usually the cheapest channel. Meta with radius targeting helps with promotions and events.

How to split the budget at the start

With little data, the best strategy is to concentrate. Spreading a small budget across six channels keeps any one of them from learning. A practical rule that works well:

- **Start with two or three paid channels**, the top ones on the map, with enough budget to generate conversions every week.
- **Set aside a share for testing**. Once the first channels are stable, put something like 10% to 20% of the budget toward testing the next one on the list.
- **Evaluate in 8- to 12-week cycles**. Any shorter and most channels are still learning; with long sales cycles, the evaluation period needs to be longer.
- **Add email, WhatsApp and referrals from day one**. They cost little in media and improve the results of every other channel.

Want a channel plan for your business?

Manáry builds your media plan from your own numbers: ticket, margin, sales cycle and goal.

[Get my diagnostic](#)

When to change channels

The map tells you where to start. The numbers tell you when to change. These are the signals we watch:

1

The channel's CAC went over the ceiling

If the channel's cost per customer is above what your margin can handle, it needs to improve or give up its budget. Manáry's CAC and LTV calculator shows you that ceiling.

2

The channel is saturated

More budget no longer brings in customers at the same rate. It's time to open the next channel on the list.

3

Leads don't turn into sales

High volume with a low close rate points to the wrong audience or the wrong promise. Before switching channels, adjust the targeting and the message.

4

The cycle ended with no results

After a full cycle with adequate budget and measurement, a channel that didn't produce customers probably isn't right for this stage of the business.

Common mistakes when choosing channels

- **Picking the trendy channel.** A channel that worked for another company may not work for your ticket and your sales cycle.
- **Judging by cost per click or cost per lead.** The cheapest channel per lead can be the most expensive per customer.
- **Giving up too soon.** Two weeks isn't enough for a channel to learn, and even less so with long sales cycles.
- **Ignoring your existing customers.** Email, WhatsApp and referrals usually have the lowest cost per sale, and they're the ones left out of the plan.
- **Not measuring all the way to the sale.** Without knowing which customers came from each channel, every choice is a guess. The e-book "The funnel nobody measures" shows how to fix that.

Frequently asked questions

How much do I need to invest to get started?

It depends on the channel and on the cost per conversion in your market. The minimum is enough to generate conversions every week on your main channel; below that, the platform doesn't learn and results swing too much to base any decision on them.

My industry isn't on the list. Now what?

Pick the closest one in terms of sales model (online, consultative or in person) and ticket. The ticket and type-of-sale adjustments carry as much weight as the industry itself.

Should I be on every channel?

No. Being on lots of channels with a small budget is the most common form of waste. Master two or three before opening the next one.

Does the map work for large companies?

The logic holds, but companies with bigger budgets and well-known brands tend to run more channels at once and invest earlier in creating demand.



NEXT STEP

Want us to apply this to your business?

This material is what Manary does every day with clients. If it makes sense, a specialist looks at your numbers and hands back the priorities, with no sales pitch.

[Get my diagnostic](#)

WEBSITE
manary.co

EMAIL
comercial@manary.co

WHATSAPP
[+55 11 93775-0292](https://wa.me/5511937750292)