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Channel Diversification Checklist for Australian Brands

Use this checklist to audit your current media mix and identify the gaps that are costing you growth.

01 AUDIT YOUR CURRENT MIX

- ☐ Calculate the % of total paid media budget on Meta
- ☐ Calculate the % of total paid media budget on Google
- ☐ List every channel you are currently active on
- ☐ Identify which channels have not been tested in the past 12 months
- ☐ Review CPM trends on Meta and Google over the past 6 months

02 UPPER FUNNEL: AWARENESS CHANNELS

- ☐ Test Connected TV (CTV) with a 90-day brand awareness campaign
- ☐ Activate Digital Out-of-Home (DOOH) via VMO, QMS, or JCDecaux
- ☐ Run a programmatic display campaign via DV360 or The Trade Desk
- ☐ Explore audio advertising on iHeart, Spotify, or Nova

03 MID FUNNEL: ENGAGEMENT AND INTENT

- ☐ Identify 3-5 YouTube creators relevant to your category
- ☐ Brief one creator partnership as a 90-day test
- ☐ Launch TikTok with a dedicated creative strategy (not repurposed Meta assets)
- ☐ Test Pinterest for product discovery if you are in fashion, home, or lifestyle
- ☐ Activate YouTube pre-roll with a 15-second non-skippable format

04 MEASUREMENT AND ATTRIBUTION

- ☐ Set up a Marketing Efficiency Ratio (MER) dashboard
- ☐ Implement a third-party measurement tool (Triple Whale, Northbeam, or Rockerbox)
- ☐ Run a brand lift study after 90 days on any new upper-funnel channel
- ☐ Track branded search volume monthly as a proxy for brand health

- [ ] Set incrementality tests for each new channel before scaling

05 CREATIVE READINESS

- [ ] Confirm you have 15-second and 30-second video assets for CTV
- [ ] Develop a static creative suite for programmatic display (300x250, 728x90, 160x600)
- [ ] Brief a creator-native content piece (not a brand ad)
- [ ] Produce a podcast/audio script that works without visuals
- [ ] Adapt your best-performing Meta creative for TikTok with native editing

Ready to build a media mix that actually grows your business?

Book a free strategy call at vonnimedia.com.au/contact

Need help implementing this?

Vonnimedia builds creative-first strategies that dominate both human attention and AI discovery.

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