

**All of this is heavily based on generalizations*

| | Speed | Cost | Results | Effort |
|------------------------------------|-------|------|---------|--------|
| Email Marketing | ★★★ | ★★ | ★★★★ | ★ |
| SEO | ★★ | ★★★★ | ★★★★★ | ★ |
| Local SEO | ★★★ | ★★ | ★★★★ | ★★★ |
| Paid Ads (PPC) | ★★★★★ | ★★★★ | ★★★★★ | ★ |
| Social Media | ★★★ | ★★★ | ★★★ | ★★★ |
| Content Marketing | ★★ | ★★★ | ★★★★ | ★★★ |
| Conversion Rate Optimization (CRO) | ★★★ | ★★★ | ★★★★★ | ★ |
| Video Marketing | ★★★ | ★★★ | ★★★★ | ★★★★ |
| Affiliate Marketing | ★★★★ | ★★ | ★★★★ | ★★ |