

4 ESSENTIAL DIGITAL CHANNELS BEYOND EMAIL



In-app notifications & guides

Like Microsoft's Clippy from the 90's,
only *actually* helpful



Interpersonal chat

Slack, WhatsApp, SMS text message -
not chatbots



Community

The best way to incorporate human-to-
human interaction into digital



Video*

Deliver through all the channels already
mentioned (and yes, email too)

*Technically not a channel, but so important that it had to be mentioned!