

Integrated Multi-channel Marketing:

A Marketers Guide to New Media Use Cases



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Introduction

Marketing departments are in transition. Under scrutiny from senior management, Chief Marketing Officers (CMOs) need to justify every dollar they spend and must be able to provide accurate information on the return on their marketing spend. CMOs have committed to upgrading their departments' skill sets and organizational effectiveness. In addition, tools that can help measure effectiveness, such as campaign measurement dashboards, are a high priority for most CMOs this year.

Marketing Department Challenges

The climate of change being experienced in companies across every industry means that every dollar being spent on marketing activities needs to deliver superior results and to be justified. Marketers are being held accountable and need to track marketing results and effectiveness in much more quantifiable ways than were previously possible. In addition, marketing organizations as a whole need to become more efficient and effective at designing their programs and allocating marketing spend. CMOs are realizing that they need to extract as much value as possible from each and every customer. In order to do so they need to become much more effective at understanding each customer's unique challenges, as well as how their own value propositions address those challenges. This may mean an in-depth evaluation of current messaging and an overhaul of outdated or generic value propositions that don't resonate with current customer insights. Dialog with customers will need to become much more interactive, where customers can communicate with marketers who in turn formulate value propositions that speak directly to customers on a more personal and relevant manner. The need to leverage critical data about each customer and what we know about them in all marketing touches has increased in importance as well. Part of the challenge marketers face in adopting this highly quantifiable, customer-focused strategy is finding tools that can help implement and track marketing programs. One of the biggest investments CMOs are making this year is in marketing performance measurement dashboards

that can help them remain accountable, prove ROI and improve the credibility of marketing in the organization as a whole.¹

Technology Emerges to Meet the Challenge

Marketers need better, more measurable results. This starts with the marketer being honest about what they currently deliver in terms of real ROI per campaign and an evaluation of new emerging marketing program needs. The next step is to harness new and proven marketing solutions to address the specific marketing needs of the organization.

Integrated multi-channel marketing technology is the answer. Integrated multi-channel marketing is the method of marketing that:

- 1. Delivers targeted messaging to the right audience in their preferred media such as direct mail, e-mail, QR codes, Mobile marketing and personalized URLs with landing pages*
- 2. Provides automated follow-up to respondents and sales representatives*
- 3. Measures all components and reports results via an integrated real-time campaign dashboard*

Integrated multi-channel marketing technology is a solution that provides the marketer with the ability to easily add these valuable campaign components to their offering by working with a MindFireInc Certified Solution Partner. With minimal investment in time or money, a standard direct mail offering can become integrated multi-channel marketing with personalized URLs, landing pages, and the tracking and real-time reporting that CMOs so desperately need.

¹ CMO Council Marketing Outlook 2007. See www.CMOCouncil.org for more information or a copy of the report.

Marketing Return on Investment

By leveraging a more effective way to connect with customers and prospects the marketer has the ability to significantly improve their overall campaign results. More personal and relevant communication leveraging Integrated Multi-channel Marketing is connecting with prospects! The results that are being achieved with relevance are outstripping those of traditional static communications by an average of 56% - 275% in overall response level improvement. Well executed Integrated Multi-channel Marketing campaigns generate a sales lift of 7-34% versus traditional marketing approaches according to a study that the Internet Advertising Bureau conducted last year.

Summary

Marketers are looking for solutions that can help them justify marketing spend, and also need to be able to track all channels including online and offline marketing programs. In addition, they need to be able to start a dialog with their own customers in order to refine and perfect their value propositions and messaging. This isn't a single step activity but the creation of an ongoing marketing approach that consistently builds on the results of each marketing campaign as part of an overall Integrated Multi-channel Marketing strategy. The technology exists to provide marketers with exactly what they need in our marketing cluttered world using the most effective marketing touch for each prospect group. By applying these proven strategies and tactics marketers are in control of their marketing results. The marketer achieves their objectives and establishes a foundation for long-term success of all marketing activities.