

## Integrated Marketing – Where to Start

With a new year before us, many marketers are focusing on integrated marketing – the coordination of all advertising, promotion, public relations and social media activities and messages. In today's society, integrated marketing is essential to reach and communicate with a wide array of consumers. For example, the younger generation is primarily social media-based, while the older generation relies on the traditional forms of media and face-to-face interaction.

The tips below can help your business be successful with integrated marketing:

- Determine your business objectives and analyze your situation to make informed decisions.
- Develop a strong corporate image and brand management plan. Know who your customers are and how they make decisions about buying what you offer.
- Establish goals for what you want your integrated marketing communications to accomplish.
- Develop a consistent message that's applied to all your internal and external communication channels.
- Build awareness and recall by developing an advertising strategy that focuses on your key target groups – it must be repetitive.
- Ensure your website (online), mobile, social and collateral marketing tools and materials support your branding, sales and marketing efforts.

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## QR Codes Provide Dimension

Quick response (QR) codes are becoming increasingly popular in integrated marketing today. Mobile tech company Mobio Technologies recently reported that QR code scanning with smartphones in North America increased almost 10,000% from the second quarter of 2010 to the second quarter of 2011.

Quick response codes can enhance printed marketing materials with an interactive mobile response – they work as a link to online content:

- QR codes on postcards can direct consumers to an online catalog, optimized for mobile devices, to view products and services.
- For a product demonstration, a QR code can direct your prospects to an online video.
- QR codes on the labels of shipped products or invoices can generate repeat orders and facilitate online payments.
- Hotels can include QR codes in direct mail and ads to show conference facilities, video tours and dinner menus.
- QR codes can link to different pages of a company's website to test an ad or promotion to see what is/is not working.
- A QR code on your business card makes it easy for customers to add your contact information to their phone contact lists.
- Personalize your QR codes by having them embedded with a personalized URL (PURL), which takes a user to a customized microsite.

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## "Crowdsourcing" Anyone?

An interesting phenomenon to evolve from the social media space is "crowdsourcing" – a new tech way of brainstorming or group decision making. Brands are using crowdsourcing to:

- **Inspire Word of Mouth** – Colgate's Smile campaign was designed to get people sharing stories and pictures. Facebook fans were invited to upload pictures of their "Colgate smile," which were then used in collages on outdoor boards across the country.
- **Influence Opinions** – In Dominos' efforts to make a tastier pizza, it decided to live stream consumers' comments on a billboard in New York City's Time Square. Dominos didn't edit the comments, so consumers applauded them for their bravery and feedback efforts. As a result, pizza sales increased by double digits.

## Rewards Programs Go Online

Companies are increasingly moving the tracking and redemption of points for their rewards programs, as well as the rewards themselves, online. The reason is simple: Online is where their customers are!

“People are online spending, so tying rewards to places like Amazon.com and Zynga, and enabling them to use reward points by clicking a button makes it easy,” said Elizabeth Crosta, Vice President of Public Affairs at American Express Co. “The more people redeem, the more customer loyalty we create.”

Crosta pointed out that American Express is not trying to migrate all its Membership Rewards participants to an online program, but to provide as many reward channels as possible. Consumers not wanting to access their rewards programs via the Web can use text messages, mobile apps and point of sale.

With a rewards Web page, retailers can target messages to its customers and facilitate the gathering of customer information. Plus, it enables retailers to reach out to consumers before they're at the point of sale – whether it's a restaurant, store or theater – and drive certain behaviors.

Interesting facts:

- \$48 billion = Amount accumulated by Americans yearly in rewards.
- \$16 billion = Value of unredeemed rewards points annually.
- \$622 = Amount the average household earns in loyalty per year.
- \$205 = Amount that goes unredeemed per household.
- 40% = Retail industry's share of loyalty program memberships.

*SOURCE: Colloquy, “2011 Forecast U.S. Consumer Loyalty Program Points Value,” May 2011.*

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## What is Digital Marketing?

Digital marketing centers on the Internet. It's the practice of promoting products and services using database-driven online distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner. Digital marketing encompasses banner advertising, search engine optimization, pay-per-click, email voice broadcast, blogging, podcasting, video streams, wireless text messaging and instant messaging.

Because it's digital, a reporting engine can be layered within a campaign allowing the organization to see in real-time how that campaign is performing, such as what is being viewed, how often, how long, as well as response rates and purchases made. Keep the following in mind with digital marketing:

- **Interactivity** – Online visitors are seeking

information, so each chooses when to initiate contact, which pages to visit and when to move on.

- **Push vs. Pull** – “Pull” people to your online content with banner ads and click-through advertising ... or “push” content to them with email or instant messaging.
- **Two-Way** – The Internet provides for dialogue with customers and among customers, so use the opportunity to engage, understand and serve them.
- **Segment & Target** – Online visitors can be differentiated and shown different content – for example, according to geography (language).
- **Measurable** – Determine which metrics are important to you – i.e., do you want information on site visitors or site visits? How do you measure customer engagement?