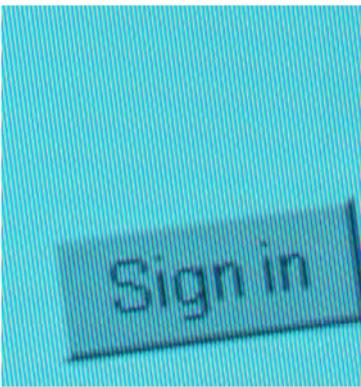


One to One

Cross Channel Marketing



Cross Channel Marketing

What is Cross Channel Marketing?

Cross-Channel marketing is the ability to conduct coordinated, consistent marketing campaigns across varying channels – such as email, direct mail, web and mobile devices.

Why Cross-Channel Marketing?

The main purpose of cross-channel marketing is to facilitate and coordinate efforts across channels to drive a consistent message or purpose specific for a marketing campaign.

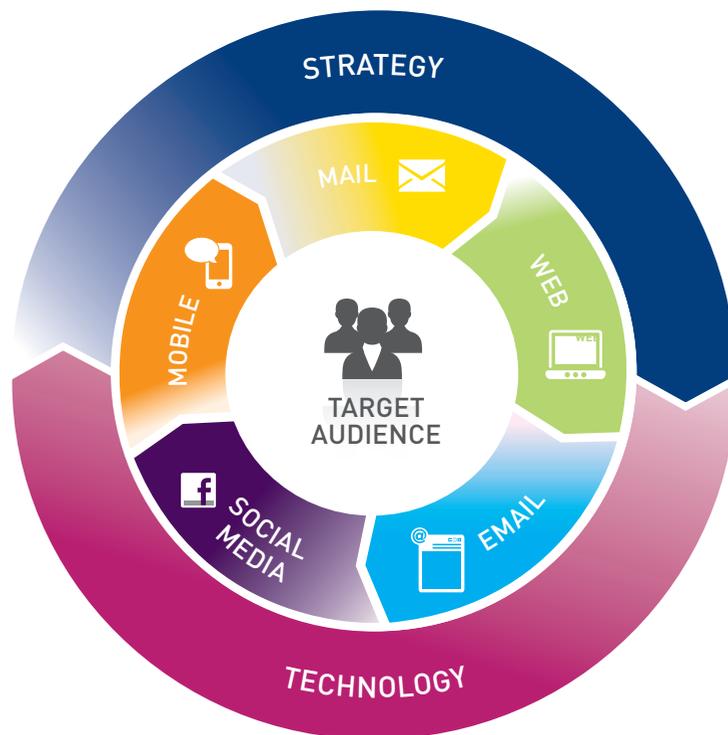
Implementing cross-channel campaigns allows you to reach and engage consumers or clients across print and

digital media channels with personalised messages in content, presentation and timeliness.

It also helps to achieve enhanced ROI by optimizing channel usage and ensuring higher interaction among the channels at regular intervals.

When effectively synchronised across channels, the same marketing budget can significantly raise brand awareness, boost purchase intent and considerably increase sales and response.

Cross Channel Overview



Cross-Channel marketing is at the heart of the marketing function.

At the end of the day, marketing is all about developing a compelling offer, a call to action and delivering them using language that is relevant to a targeted segment via the media channels most appropriate for that segment. In this age of immediacy and content overload, messages must be delivered via multiple channels to be effective. They must also provide a good return on investment.

Businesses are finding that reaching customers via multiple touch points has a profound effect on their marketing efforts. The ability to deliver a message using multiple channels is quickly becoming an essential factor for marketing success.

Reach

- Create one to one campaigns that span print, e-mail, Web and mobile;
- Reach customers where they live in the manner in which they choose;
- Use variable images, graphics and messages to cut through the clutter and hold your target's attention;

Relevancy

- Leverage data to tailor messages to each recipient;
- Foster loyal relationships with relevant, personal communications;
- Customise graphics to attract attention;

Results

- Create campaigns with built-in response tracking tools;
- Adjust messaging, offers and media based on results;
- Provide reports that justify and drive marketing investment;
- Clients and customers are continually dictating how they want to be communicated to.

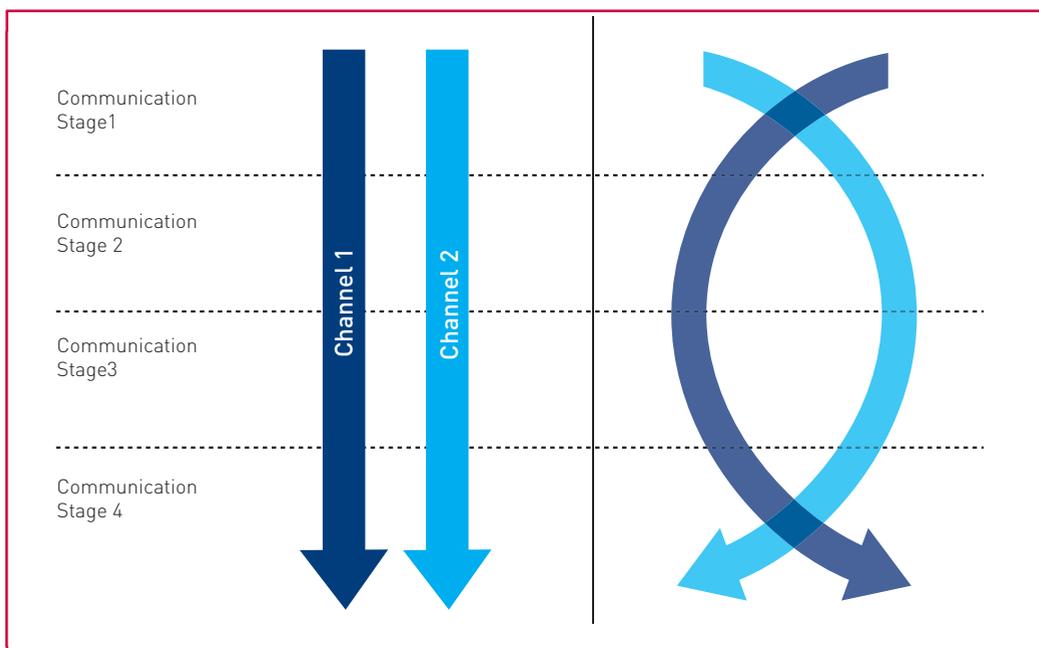
Benefits of Cross Channel Marketing

The benefits of cross-channel marketing include:

- standardization across channels;
- faster marketing cycles;
- more targeted campaigns;
- better relevance and timeliness;
- improved customer satisfaction based on clear rules of engagement
- demonstrated respect for customer preferences

“The success of cross-channel marketing lies in effectively evaluating the channels and appropriately aggregating and analysing the data generated so as to maximise the reach of the marketing message across the target audience.”

Difference Between Cross Channel & Multi Channel



Channel Analysis

In today's dynamic world, there are numerous channels, both online and offline, available to marketers in order to engage with intended or current customers.

This proliferation of channel options has meant that each channel needs to be assessed and appropriately integrated into the overall campaign strategy based on consumer preference and performance so marketers can create effective and relevant marketing messages.

Below is a brief synopsis of 5 popular channels that will be used.

Web

When creating an integrated campaign, the web is an integral and affordable channel. It facilitates the creation of microsites with personalised URLs (PURLs) which provide a means of displaying customised information to each recipient. This in turn engages the customer with meaningful and relevant dialogue. As part of a cross channel approach, certain web features allow you to track, measure and monitor the behaviour of your consumer in real time. This enables you to respond to qualified leads immediately and manage customer relationships more effectively.



Direct Mail

Direct Mail is a tried and tested channel that provides numerous advantages for those engaging in 1:1 communication. It allows you to target your message to a segment or captured audience and communicate relevant and engaging messages in order to build or maintain a relationship with individuals. Its tangibility and cut through means that it engages the recipient like no other channel can in order to be effective and ultimately drive response.

Personalised Print

Having the ability to produce fully personalised printed material across different substrates enables Melbourne Mail Management to assist its clients achieve personalised and relevant print communications. Whether used to acquire leads, increase sales or bolster customer loyalty. Variable Data Printing and its ability to evoke a response enable organisations to communicate their marketing messages with clarity and impact.





Mobile

Mobiles are an effective means to receive messages anywhere anytime. Mobile marketing by definition is interactive, real-time and designed for the “on the go” consumer; it’s timelier than direct mail and more interactive than email. Text messaging is also unlike other media because it’s often used in tandem as a “campaign activator.” .

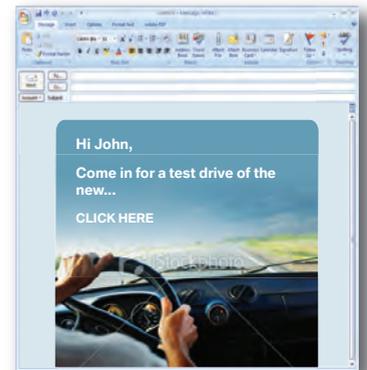


Email

For numerous reasons, e-mail is the primary component of a contemporary cross-channel relationship marketing program, and has natural points of intersection with the Web and social media channels.

Compared to offline media, e-mail provides significant cost advantages, while delivering exceptional levels of intelligent personalisation. One of the key reasons for this primacy is that e-mail is a tool that allows marketers to actively control content, timing, context, brand experience, and customer contact frequency.

For marketers who have a large portion of their directly addressable market represented in an opt-in database of e-mail addresses, there is no higher-impact or lower-cost means of reaching customers to drive sales. At the same time, e-mail must work seamlessly within the overall cross-channel marketing mix – online and offline, inbound and outbound. It must also conform to the customer’s definition of what is an acceptable level of perceived “intrusiveness.”



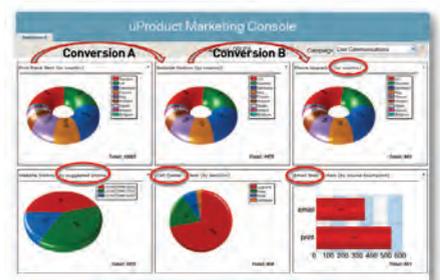
Analytics and Reporting

Online channels allow us access to a myriad of reports in relation to how data performs on a campaign level.

In addition to the basic information pertaining to email performance such as bounce backs and opens, we are able to extract and interpret detailed digital data in order to gain valuable insight into our clients behaviour and preferences.

Our ability to use such data assists us in making more informed strategic decisions in relation to how campaigns perform with both current and prospective customers by understanding the impact each channel has on customer behaviour and how well they integrate in producing an enhanced customer experience.

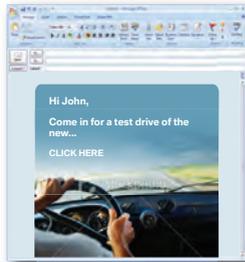
By possessing such statistical analysis we are better placed to make customer centric decisions by enabling you to accurately track, monitor, analyse and measure campaign results so as to respond quickly to marketing opportunities that arise as a result.



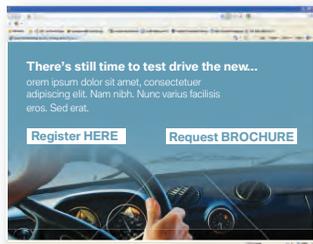
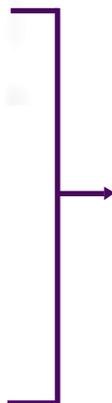
Car Launch Example Workflow



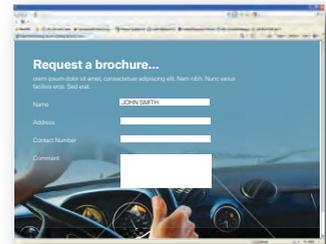
DM Mailer with PURL
Posted to all record within the database.



PURL Email
Posted to all record within the database. Timed correspond with mail piece.



PURL Landing Page
Access via email link or typing URL from the DM mailer.



PURL Request a Brochure Page
Access via clicking on landing page link. Contains pre-populated fields.

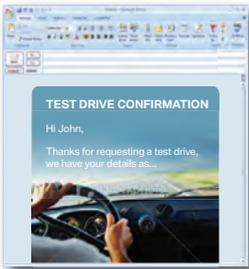


PURL Request a Test Drive Page
Access via clicking on landing page link. Contains pre-populated fields.

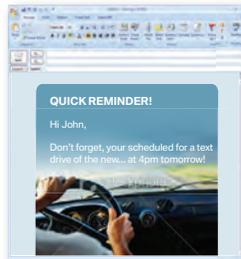




DM
Posted DM piece for those recipients who requested a brochure.



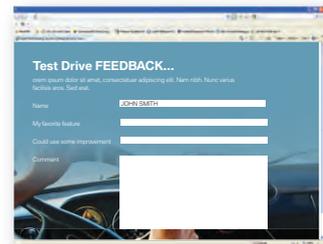
Trigger Email
Confirmation email for recipients who request a test drive.



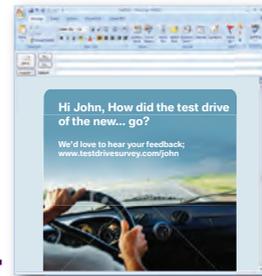
Reminder Email
Reminder email for recipients who requested a test drive.



Reminder SMS
Reminder SMS for recipients who requested a test drive and provided mobile contact details.



PURL Survey Website
Access via clicking on landing page link. Contains pre-populated fields.



PURL Email Survey
Email survey to recipients who requested and completed a test drive.

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