



# All-In-One,

Multi-Channel Marketing for

# Sales Success



# Introduction

**According to McKinsey & Company, the ability to master multi-channel marketing is becoming increasingly vital for companies who are determined to be lead players in the new economy. McKinsey's research also indicates that within two to three years, more than 50 percent of customers – and typically the highest value customers – will be using multiple channels for shopping and purchasing.**

In today's media landscape, consumers rely on not one but many information sources. Pew Research Center also confirms that most Americans, including more tech-savvy adults under age 40, use a blend of both new and traditional sources to get their information.

The simple fact is that people want the option of

any other option but to engage in all forms of new media communication.

And when it comes to reaching an audience for your organization that is as wide as possible, email, social media and mobile text marketing are, by themselves, socially accepted and expected forms of communication that marketers can use for different purposes. Mobile text in particular ensures greater engagement and personal connection. Most importantly, all channels of communication (SMS and MMS text, IM, email, voice broadcast and social media messaging) work in concert to make sure marketers can reach 100 percent of their audience, which is the most valuable communication strategy for any business.

In addition, as researchers profess, targeting your messages based on demographics is very important. But such demographic information often requires a



being reached in the way they prefer. For example, some prefer social media over email or texting instead of using the phone or vice versa. The days of sharing everything through email is long gone.

The choice of communication channel can also impact your organization's perceived image in the market. Signing up for email, interacting via text message and marketing your business to followers via social media can each tend to portray a different brand image. If you are doing business with the younger generation, for example, you just don't have

large company budget, elaborate market research or data collection activities through expensive campaigns. So, when demographic information is not readily apparent or even available, messaging preferences become increasingly important and provide the missing link for marketers who must appropriately target their message. For example, sending the same messages via email will capture an older and more professional audience, while reaching out via texting or a social network will appeal to a younger or more social audience.

In this whitepaper, [YOUR COMPANY] will illustrate how marketers can wield tremendous power by integrating mobile text, IM, email, voice broadcast and social media messaging for orchestrated, multi

channel marketing campaigns, super-charging their efforts more efficiently and affordably than ever before.



## What 4 P's?

The days of one-way mass communication via newspaper and TV are behind us. We have effectively entered the age of interactive, community information sharing.

As a result, marketing is no longer about the traditional 4P's – product, promotion, price and place. Digital advertisers who are heavily invested in multi-channel marketing are finding that today's 4 P's are really about personal connection, public engagement, pervasive coverage and price performance.

### Personal Connection

Marketers have always known that establishing a personal relationship with customers is absolutely crucial. Now, having someone "Like" you and become a fan of your business is the new currency when it comes to gaining market-share. Similarly, sending a just-in time mobile alert to each person is now much more personal than a blanket, spammy email blast.



This is true now more than ever before. Mobile and social technologies have disrupted mass media and traditional business models. Businesses who target B2C are increasingly adopting people to people campaigns on top of their B2C marketing efforts. According to Ray Wang from Constellation Research, as stated in the firm's 2011 outlook, "Organizations will conduct social business through Peer-to-Peer (P2P) relationships."

## Public Engagement

Marketers today must do more than reach out to their customer via their preferred channel if they want to meet the challenge of fully engaging their audience.

According to McKinsey's study of 20,000 consumers, "because of the shift away from one-way communication – from marketers to consumers – toward a two-way conversation, marketers need a more systematic way to satisfy customer demands and manage word-of-mouth."



Businesses will see an increased level of sales and branding success if they understand how to involve their customers, employees and partners in the conversation. For example, campaigns that incorporate two-way messaging allow businesses to not only push out a SMS text message – but receive a direct reply from their customers. And conferences and events that incorporate mobile surveys, contests, voting and text-to- screen feedback will put businesses ahead of their competition when it comes to boosting customer engagement. Finally, social media sites open up a forum for you to post consumers' responses, using word-of-mouth

from your fans to help establish credibility and spread your message.

## Pervasive Coverage

Marketing should no longer simply encourage customers to come into the store or drive traffic to product-focused web pages. Now businesses must become active participants in the experience of their customers. They must become part of the conversation – everywhere – through all of today's popular messaging channels.

The landscape is fragmented – so much that one fifth of a target audience will leverage email, one-fifth will be most responsive via SMS text, one-fifth will be receptive to IM, one-fifth will be most comfortable with voice broadcast messages and, finally, one-fifth will



prefer to interact via social media marketing sites like Facebook. Since there is no single way a business can get complete coverage with one channel, marketers now must find new ways to effectively harness the variety of channels that are now available.

## Price Performance



Margins are declining and your competition is no longer just the other establishments in your neighborhood. You are competing with virtual businesses on the other side of the country or even the globe. Superstores or direct online suppliers are raking in your customers. With pervasive use of smart phones, your customers may even be doing their comparison shopping right in your own backyard – at your store or location and all in front of your very eyes.

In businesses today, operational budgets, including the cost of producing a product or service as well as the costs involved in marketing, sales and customer service, are almost entirely spent. And employees in every company are being asked to do more for less. Keep in mind that in this scenario, the company with the most efficient marketing program and lowest cost of goods is more likely to not only survive - but thrive at the expense of its competition. Businesses must save on their marketing dollars, increase efficiencies and supercharge their marketing efforts to boost response rates and, ultimately, sales conversions. By orchestrating their campaigns in a low cost manner, marketers can drive the highest level of performance at an affordable price. The alternative is simply to watch your business die a slow death at the expense of marketing dollars that are not well spent or managed.

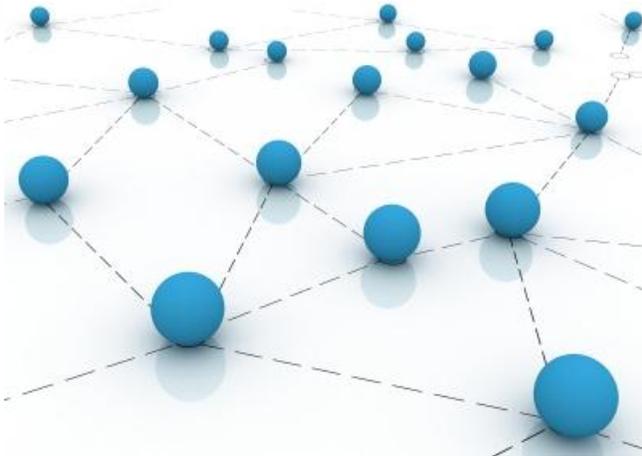
# Software Solutions Make It Easier to Connect the Dots

**Single channel campaigns no longer offer an effective way to make an impact on the consumer. Due to an increasingly global marketplace and the sheer volume of new media channels, the only way marketers can hope to make a dent with each and every one of their campaigns is to connect the dots. That means orchestrating a campaign, which includes multiple touch points ranging from SMS, email and IM to voice broadcast and social media messaging.**

That said, being able to orchestrate a multi-channel promotional campaign by engaging with customers at the right time with the right content and on the right channel can be challenging – especially when paying

for and managing multiple services. However, with the right multi-channel marketing software, marketers can achieve higher sales conversions, increased customer loyalty and higher profits. This challenge doesn't have to remain a hurdle. It can offer an opportunity to surpass your competition. There are many solutions that simplify the process of managing different aspects of marketing communications – ranging from Email Marketing and Mobile Marketing to Social Media Marketing, and Voice Campaigns. But few combine the power of them ALL in one integrated package and database for a single price. Fewer still are focused on campaign orchestration – a key driver of new media success.

Businesses who have successfully orchestrated cross-channel media campaigns enjoy open rates of more than 90 percent and response rates that are ten times greater than those using traditional advertising. These unprecedented benefits are derived from new media orchestration, for which [YOUR COMPANY] is specifically designed. It allows marketers to reach 100 percent of their audience and then raise consumer awareness via multiple touch-points – albeit complementary messages in various formats and time frames.



Software as a Service (SaaS) solutions like 's All-In-One Multi-Channel Marketing system enable businesses of all sizes to affordably and effectively manage all the nuances of cross channel marketing. Now, even a business or organization with a lean staff and little time can realize the same or better return on investment as a large corporation.

Lead generation and customer care can be much more effective with the integration of multiple channels including SMS, email, IM, voice broadcast and social media messaging and the use of features such as:

- ▶ Coordination of email marketing campaigns with SMS messaging, allowing you to send a fully customized email at the same time as your mobile text marketing campaign.
- ▶ Facebook Widgets that help you automatically collect contacts and build your database.

- ▶ Instant Messaging that can capture your audience mindshare on time and with high impact.
- ▶ Voice Broadcast Messaging to send a personalized, voice recording to hundreds or thousands of people with a single recorded message online.
- ▶ SmartBlast capabilities, which let you send an instant message and, then, if a person is able to read it, allows you to avoid sending the same repetitive message via other means – or send it to alternative communication avenues like email and text if your contact is not able to view your IM.
- ▶ Bulk/group texting for sending up to 300,000 high-impact messages per hour for an immediate and more direct connection with your customers
- ▶ Mobile keywords that help you brand and uniquely identify your organization along with short codes (5 or 6-digit commercial phone numbers) that allow your customer to receive an automated text response each time they text your keyword.
- ▶ Shuffle Responders that allow you to create a set of messages that can be sent to your subscribers randomly each time they text your mobile keyword to your short code.
- ▶ Two-Way Messaging to help you create better engagement experiences, allowing your customer to reply to your SMS text messages.
- ▶ Mobile Voting for gathering subscribers' personal preferences – such as their favorite local sports team – and then grouping-up contacts based on their votes, allowing you to better personalize and target future campaigns.
- ▶ Mobile Coupons for sending a direct call-to-action and purchase incentive to your customers, allowing you to track redemption rates.
- ▶ Custom branded Mobile e-Cards for powering customer service projects and showing that you care, which can lead to better customer retention and loyalty.
- ▶ Colorful picture and video MMS messages that help your brand stand out and give you an even greater result than plain SMS text messages.
- ▶ QR Codes and QR Code Marketing that give customers the ability to quickly opt-in to your mobile marketing database and allow you to

track which markets are most responsive to your campaigns.

- ▶ Text-to-Screen Messaging for greater interaction and audience participation at events and the ability to automatically build your mobile text marketing database.

- ▶ SMS Appointment Reminders to ensure no more missed clients or revenues for your business.

Using an easy-to-use multi-channel and mobile text marketing solution like [YOUR COMPANY] , marketers can better measure the success of their campaigns and continuously test the results.

## Case Studies

To demonstrate just how integral multi-channel marketing is fast becoming for businesses of all types, here are some examples from [YOUR COMPANY] 's vault of customers.

### Mobile Text and QR Code Marketing Expert Increases Campaign Effectiveness



A [YOUR COMPANY] White Label Reseller, let's call her Mobile Megan, uses a different promo code with a QR Code to track the effectiveness of each one of her campaigns. In doing so, she can determine which demographics and geographic locations are responding to her offers. For example, a natural fiber paper company realized more QR Code scans from its campaign in Ohio at 20,000 as compared to Florida at just 20. By tracking and testing these results, the reseller had the opportunity to adjust the campaign in a timely manner.

### Surf Retailer Improves Customer Reach



A Southern California surf retailer, Jack's Surfboards, sends email alerts about its VIP events to an unlimited number of its customers and, at the same time, sends a complementary campaign to those who would prefer to receive a mobile text. With [YOUR COMPANY] , the retailer does not have to be concerned about separately managing Evites and sending out SMS text messages with mobile coupons and reminders to all of its local customers. Now, at the same time, the retailer can be sure to keep its out-of-town customers in the loop with posts to Facebook. By creating one simple message for each channel including email, Facebook and mobile text, the retailer saves time and can reach a greater spectrum of customers.

## Streetwear/Hip Hop Promotions Company Speeds Sales Results



A streetwear and hip hop promotions company, Armory Survival Gear, hosts regular local VIP sales events as well as weekly dance parties in 24 countries around the world. By using Facebook and in-store signage to advertise its mobile keyword, short code and QR Code, the company has been able to build and take advantage of a sizable mobile text marketing database. Customers must show their VIP invitation on their phone to the staff before entering any sale or event. The first time the company used [YOUR COMPANY] in this way to promote one of its sales, the streetwear provider realized 20 to 30 percent of its monthly sales in just one weekend. By using mobile text marketing to promote its events, the company has also been able to secure attendance by 200 to 300 people at each of its weekly dance parties.

## Better-for-You Food Franchise Grows Its Facebook Following and In-Store Traffic



A locally owned and operated franchise of the popular healthy food and beverage company, Jamba Juice of Bakersfield, places signs at each of its four stores, inviting prospective customers to connect for special daily deals by texting its mobile keyword to its premium short code or scanning a Quick Response (QR) Code. The franchise has been able to grow its opt-in mobile database to around 1000 customers in just two months across all four of its stores. The company also promotes its daily deals on its Facebook fan page, encouraging people to opt-in to its mobile marketing database to receive special coupons that are only usable within a specific store. In this way, the franchise is using [YOUR COMPANY] 's bulk SMS and QR Codes combined with Facebook marketing to increase its in-store traffic by around ten percent. As a result of the increased traffic, the franchise has realized a significant boost in its sales.

# Conclusion

Mass media is now lurking in the background while customer-centric, word-of-mouth marketing is front and center of every company's marketing strategy. The future of modern marketing is All-In-One Multi-Channel Marketing, which is essentially a personal, two-way conversation between a brand and each individual buyer, via the communication channel he or she prefers.

Orchestrating this conversation across a variety of popular, permission-based messaging channels ranging from SMS text, picture messages and email to IM, voice broadcast and social media offer tremendous opportunities for marketers to boost customer awareness to unprecedented levels and achieve a significant return on investment.

Marketers who use software tools like [YOUR COMPANY] to coordinate and become an active participant in this conversation will be able to achieve tangible results – more quickly, affordably and effectively than ever before. They will be able to reach 100 percent of their audience using five popular channels of marketing in one integrated user experience and database – all for one low price.

**ALL-IN-ONE** MARKETING  
SINGLE WEB-BASED SOFTWARE that integrates every popular marketing channel.