

# CROSS-CHANNEL MARKETING

The **RIGHT** Person | The **RIGHT** Message | The **RIGHT** Time | The **RIGHT** Channel



## Get It **RIGHT**.

### The **RIGHTS** of Cross-channel Marketing

*“Working on the right thing is probably more important than working hard.”*

- Caterina Fake, co-founder of Flickr



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# The **RIGHTS** of Cross-channel Marketing

Audiences today are bombarded by between 3,000 and 5,000 marketing messages per day. Cutting through this clutter to achieve your marketing objective requires a well thought out and integrated strategy to get the right message, to the right person, at the right time using a mixture of channels designed to capture attention, reinforce messaging, begin an interactive relationship with the respondent and facilitate and track response. This approach to marketing, known as “Cross-channel,” simplifies the execution of campaigns, enabling marketers to easily replicate messaging across multiple channels. Recipients see consistent content and graphics, which builds recognition and helps to create an urgency to act. Campaigns are orchestrated using a common software platform reducing the time to implement, and providing tracking and CAN-SPAM email compliance.



## The **RIGHT** Person

Cross-channel marketing starts with good customer data. Knowing your current customer allows you to craft a successful up-sell or cross-sell strategy for existing customers and build a profile of the types of new customers who would be the best fit for your organization. Use this profile to build a model to help you purchase prospect data that closely mirrors where you have already been successful. For instance, a high-end landscaping and design firm looking for new clients might want to promote its services to individuals who have purchased new homes of a specific value within the last six months in their area. Or a non-profit organization specializing in childhood education might choose to send new appeals to individuals who have supported children’s causes in the past.

A few things to keep you on the right track when it comes to your data:

- 40% of direct marketing success comes from the list.
- Profile existing data.
- Create predictive models.
- Purchase prospect data based on your models.
- Continually update your data and learn from the results of your marketing efforts.

# The **RIGHT** Message

Crafting a compelling message begins with an understanding of the problems, needs and purchasing behaviors of the types of customers you are targeting. And that message has to get noticed amidst a sea of over 5,000 marketing messages per day. Use imagery and offers designed to fit each audience segment. The more relevant the message, the better the results.

Many organizations miss the mark with their marketing because they try to give the recipient too much information, too many options, too much to read. Keep the messaging concise and relevant. Be clear about the action the recipient is supposed to take as a result of reading your message.

The more you know about your prospect, the easier it is to be relevant in your marketing. Smart marketers include ways to learn more from their prospects with each interaction. This new insight can come in the form of actual information provided by the prospect or it can come from tracking the actions they have already taken, like opening an email or visiting a website.

One easy way to track the actions taken by your prospects is by using a personalized URL, or PURL for response. Since the PURL is unique to each prospect, response can be tracked and more insight gathered at the individual level. With each new interaction, the relevance of the messaging increases and so does response.

A few things to keep you on the right track with your messaging:

- 40% of the success of a direct marketing campaign comes from the offer so make sure the offer is relevant and matches your objective. Some offers generate great response like free give-aways but not necessarily qualified response. Other offers like webinars and ROI calculators may get fewer responses but those who respond are likely to be more qualified buyers.
- Use unique response mechanisms, like PURLs or unique phone numbers, to track results for each specific campaign.
- If you are asking questions on your landing page, keep the number low (like three to four questions) to minimize the risk that your prospect loses interest while responding.
- Eye catching creative helps to get the recipient's attention but it won't help your results if your messaging isn't relevant.





## The **RIGHT** Time

You have carefully chosen your target market and crafted a compelling message. The next essential for your campaign is timing. Make sure that your message arrives when your target is likely to act. Timing can be geographically or calendar based. Selling snow shovels in New England in March may still be a good idea, but not so much in Georgia. Timing can also be based on the last step taken by the prospect. If the prospect is exhibiting buying behaviors like visiting your website, requesting information or downloading a whitepaper, it might be time to ask them to attend a webinar or if they'd like to set up a meeting with a sales rep. Timing can even be based on individual habits. If your data tells you that young professional women tend to shop online between the hours of 9 and 11 PM at night, that may be the perfect time to send a free shipping offer.

Timing is also about the release of the individual pieces of your cross-channel marketing campaign. Seeing a message in multiple channels increases retention and improves response. Studies indicate that emails arriving within 48 hours of a direct mail piece drive up response.

A few things to keep you on the right track with your timing:

- Time your emails to arrive within forty-eight hours of direct mail to increase response.
- Study your customer data and purchase history for clues to help with timing.
- Depending on your audience, certain days of the week and times of the day may be better, so test these periodically to make sure you are getting the most from your efforts.
- For campaigns that are weather related, plan in advance so you can launch quickly.
- Social media can also be a trigger for a campaign launch. If your organization gets a lift from something happening in the blogosphere, be ready to go with a campaign to capitalize on the buzz.

# The **RIGHT** Channel

The channel or channels used to deliver your message is also a key component of success. The most appropriate channels are those that your customer or prospect prefers. So ask your customers and prospects how they would like to hear from you.

It is truly a multi-channel world with marketing messages on everything from baseball caps to cell phones. The channels you pick should match your objectives and the needs of your audience. For instance, direct mail may be a great choice if you are trying to engage new prospects who don't know your organization. Your own customers may prefer email or even a text. However, emailing or texting a prospect who doesn't know you yet, could spell disaster.

No matter what channels you choose make sure that you provide an easy and straightforward way to respond. 46% of people who receive direct mail prefer to respond online. Still others will prefer to mail in a response or pick up the phone. Make sure you understand your audience and provide them with the channels they want to use. Selecting the wrong channels can inhibit response.

And don't forget, channels change. Most recently it was learned that the coveted age group of 18 to 34 year olds actually preferred direct mail over email for certain interactions. Why? They are bombarded with messages on Facebook and through their smartphones, but they don't typically receive mail. Direct mail is cutting through the clutter and getting their attention. Keep an eye on your response statistics to see which channels have lost effectiveness and which are gaining attention.

A few things to keep you on the right track with your channels:

- 25% to 30% of total media time is spent multitasking.
- The more media a person consumes, the more likely they will consume several channels at once.
- Seeing a message in more than two channels increases response by 10% to 15%.
- Millennials will be more responsive to social media than boomers, and boomers will be more responsive to direct mail than millennials, but that doesn't mean you should eliminate either channel for these groups. Find the balance for each generation.
- The complexity of your product, the company size and titles of those you are targeting are things to consider when picking effective channels for your campaigns.
- According to a 2009 Marketing Channel Preference Study, direct mail directly influenced the purchase of an item or a service more than any other channel.
- 50% of those receiving permission-based email say they are more likely to buy products from the sender in the future.
- 1/3 of all Americans have profiles on social networking sites, making it a great place to reinforce messages delivered in other channels.







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