



Integrated Marketing Strategies

Strategies for Maximum Impact

March 3, 2009



Overview

- What is marketing integration?
- Why should you integrate?
- How does media work together?
- Measuring results
- Key strategies for success



What is multi-channel integration?

Multi-channel integration

- Multi-channel marketing is not necessarily integrated marketing
- Deliberately coordinate your marketing message, brand, offer and creative across multiple channels in order to achieve multi-channel integration
- It's all about impressions. A campaign that lacks continuity makes unrelated impressions
- A layered marketing effort that is coordinated over a variety of channel makes every impression “count” and builds on the previous impression – regardless of which media drove the impression



Why should fundraisers create an integrated multi-channel effort?

Why integrate?

- Audience fragmentation and marketplace choices require it
- Same message delivered across multiple channels increases impact of message
- The whole is truly greater (and more valuable to you) than the sum of its parts
- Layered, integrated campaigns have shown significant lift in response – and donors retain longer with higher life-time value
- Audience knowledge will be key—know where they are, and understand their behavior

Convio Study – Integrating Online Marketing with Direct Mail Fundraising, Jan 2007

- Donors engaged through multiple communication channels have higher response rates, retention and lifetime value
- The Dual-Channel donors had higher lifetime values and gave as much through offline sources as *offline only donors*, indicating that the online channel does not cannibalize revenue from direct mail
- In either case, adding a second channel (online to direct mail or direct mail to online), the second channel was associated with increased gift frequency, increased gift value and increased donor value over 12 months

Convio – Integrating Online Marketing with Direct Mail Fundraising

January 2007

How does media work together?

Push vs. Pull Media

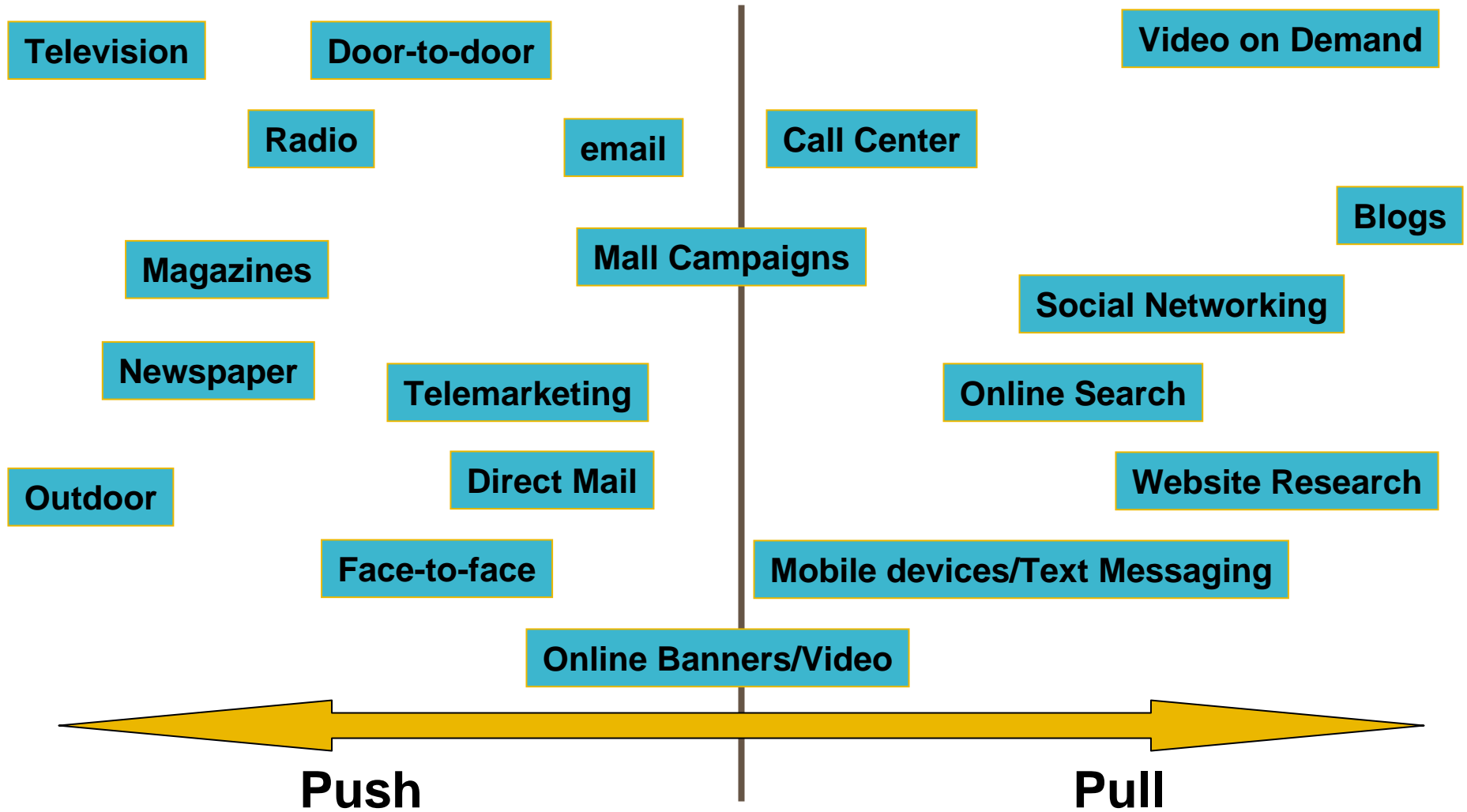
- Push Media

- A medium in which the donor or prospect must accept content as it is provided to them
- Media is “pushed” to the audience, typically en masse – such as TV or radio

- Pull Media

- A medium in which the consumer chooses the content they want to receive, view, or create
- Media is collected or “pulled” to prospects or donors on an individualized basis, based on content relevant to the person
- Examples are: social networking, blogging, video on demand

Push vs. Pull Media





Multi-channel & integration

How channels work together

Different media have different attributes that complement each other

- Broad reach across multiple demographic audiences
- Narrow targeting of specific demographic with high frequency
- Lead generation for later action/donation
- Personal one-to-one relationship
- Awareness/interest generation among a wide group
- Interaction or grassroots/viral support

How channels work together

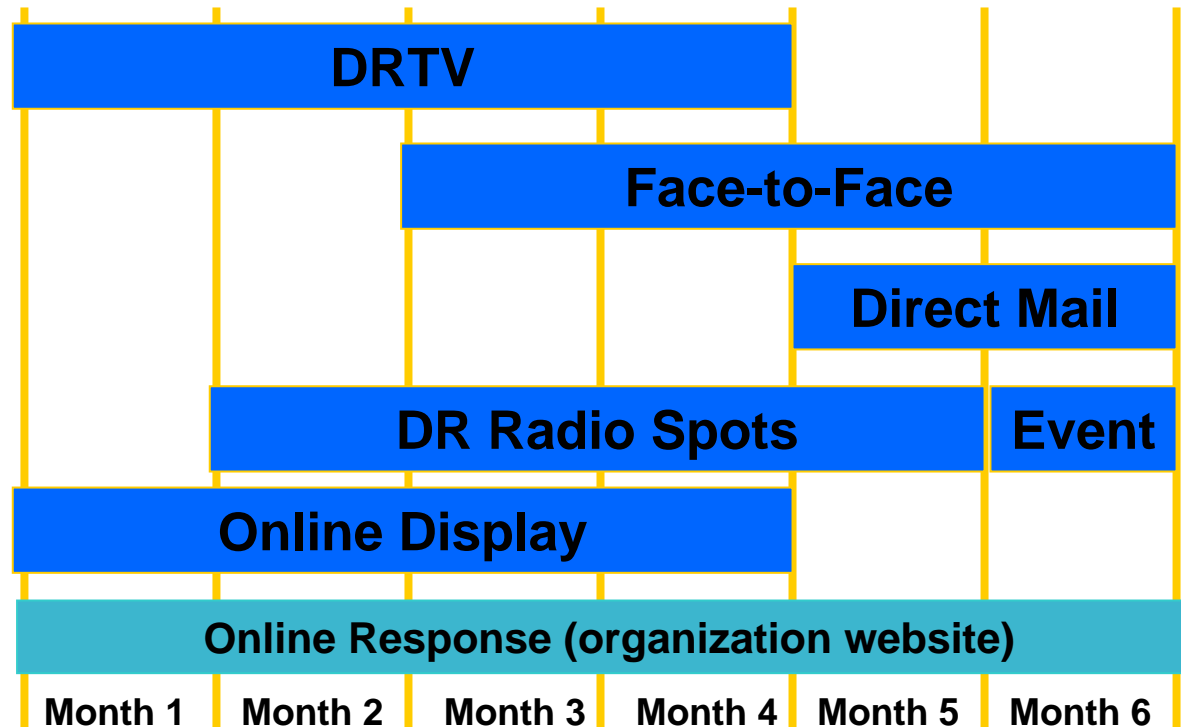
- According to a 2007 Ipsos US survey, 67% of the online population is driven by offline messages to perform online searches for more information on a company, service or product
- 39% of those respondents then make a purchase
- Integrated media outperforms and generates better results than any one medium alone

“Print is Still Effective in the Web Age”

Gina Testa, DM News, May 26, 2008

Sample Media Layering Schedule

- Each medium generates its own donors
- But aggregated cost & response is what's measured



Intentionally Coordinate with Direct Mail

- Precede direct mail drop dates with other media efforts:
 - TV, Radio, Online
- Make certain TV or radio is airing when DM drops
- Utilize online channels to support your DM efforts
 - Email, Online video
 - Social Networking, Blogging
 - Mobile

Layer different types of TV for different purposes

- View the variety of types of TV creative executions as layered media, with each fulfilling one part of the equation
- Leverage the interaction of each to maximize results
 - Long Form = In-depth messaging and audience buy-in
 - Short Form = High frequency and hard to reach audiences
 - Online Video = Response touch point and interactivity
- Hold the bottom line accountable more than individual airings or media vehicles

Combine TV with Radio's Diverse Opportunities

- Simultaneously increase awareness and generate responses from new audiences through spot campaigns
- Incorporate Radiothons, Remotes, & Events to create interactivity and gather live responses from engaged listeners
- Utilize traffic sponsorships as a relatively inexpensive way to maximize reach and provide high frequency
- Work with Radio stations for excellent promotional opportunities for third party tie-ins, give-aways, and local events

Leverage the TV / Radio Combination

- Dramatically increase the reach of TV by including Radio
- Complement TV's reach of a somewhat older demographic with an overlay for Radio's delivery of younger, light TV viewers
- Consider using these two media to create mini-campaigns
- Layer Long & Short Form TV efforts with National or Local Radio to maximize visibility to potential sponsors and achieve a campaign like effect
- Measure results in aggregate, taking into consideration the total lift each medium provides to the other

Online is a major component to any effort

- Rather than a supplementary channel, it has evolved into a channel of preference for some individuals
- Use Online as a “must use” portion of the media mix, reaching different consumers, and fulfilling different roles than TV or Radio
- Layer Online efforts with TV, with Radio, or with both to achieve heightened awareness, increased reach, maximize response, and serve as a valuable response mechanism
- Leverage these multiple media into mini-campaigns, saturating a market and aggregating results

How do we use “new” media?

- Don't require new media to stand alone—it's even more important that new channels be integrated into the whole
- Most new media is initially used for awareness/branding
- Much of it is an engagement device to create a relationship, rather than to raise funds – continue the “conversation”
- Recognize new media's limitations and opportunities—don't expect everything to raise money out of the gate
- Involve them first—ask for money later
- As relationship becomes more important, leading consumers through a clear path toward donation is key

“City Campaigns”

- Utilize existing activity as a National media overlay – identify responsive markets
- Create a “campaign” – with unique creative and a specific, tangible goal during a set period of time – 4 weeks to 8 weeks
- Complement National airings with Local media to reach additional audiences through supplementation and “filling in” the gaps
- Maximize effectiveness by concentrating local dollars where they’re most valuable – radio, online, outdoor
- Look at event opportunities that can be supported through a volunteer base – and door to door efforts
- Take advantage of new media – like mobile – as a call to action
- Support markets post-City Campaign to take advantage of local market lift

Results of channel integration

- In a multiple media campaign window:
 - Total response increased by 40%
 - TV response increased by 50%
 - Radio response doubled (100%)
 - Face-to-face Mall Campaigns increased by 40%
 - Saturation mailings became a viable option
- In a TV/Radio combination effort:
 - Total response increased by 20%

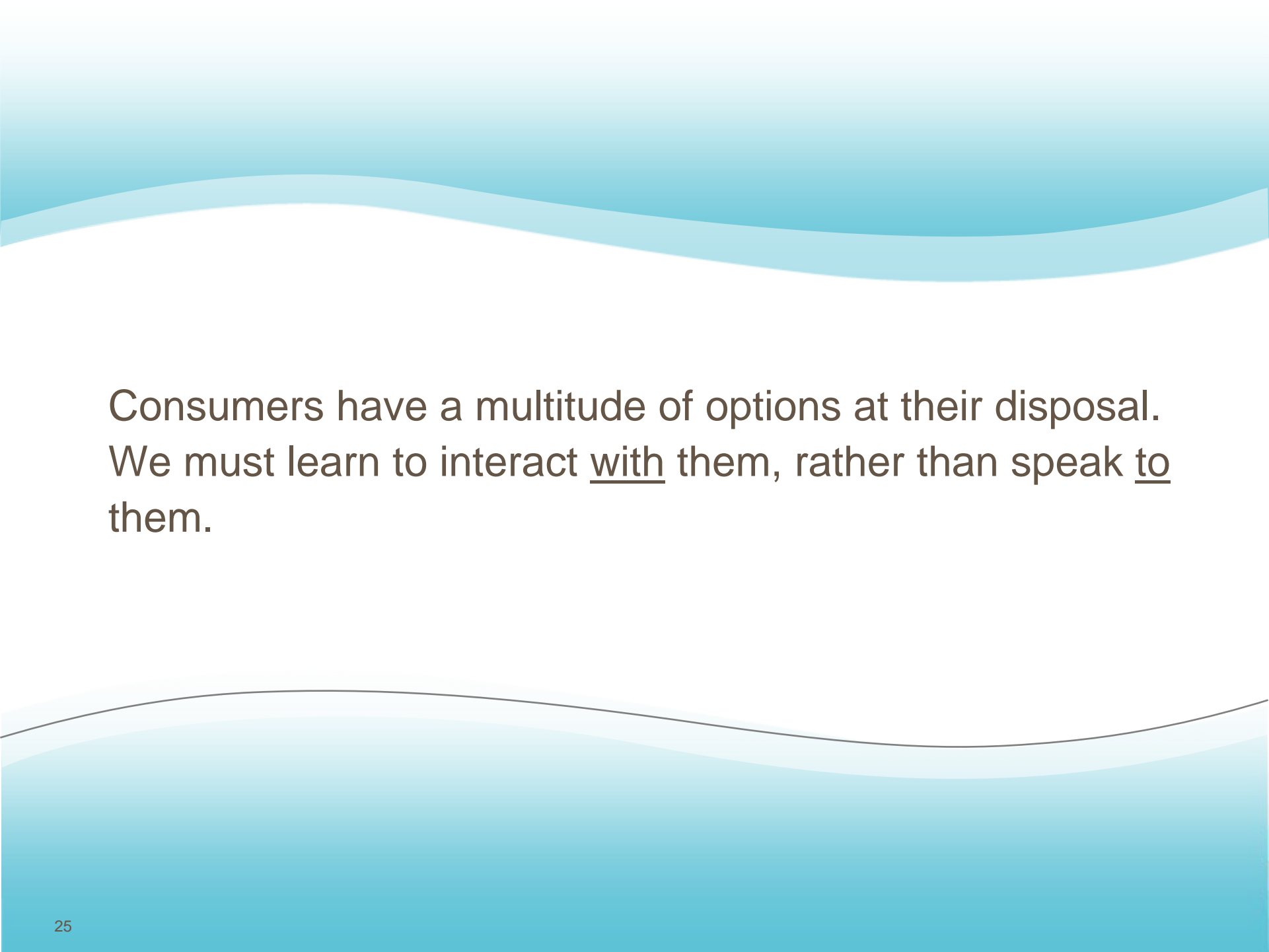
These are results for a city campaign executed by Russ Reid for an international relief client over a 6 week campaign window.

Measuring results

- Test the interaction of these media to multiply the impact of each individually
- Measure each medium on its own, and
- Use bottom line measurement to quantify success
- Vary combinations of media, timeframes, geography, and messaging to determine the most effective mix

Key takeaways

- Donors engaged through multiple communication channels have higher response rates, retention and lifetime value
- Same message delivered across multiple channels increases impact of message
- Identify your primary fundraising channels and complement with other media opportunities
- Deliberately align your marketing efforts for maximum impact
- Multiple calls to action and multiple vehicles to execute a donation will give the viewing audience the preferences they demand.
- True integration is achieved through synergy with your brand, message, offer and creative across multiple channels and audiences



Consumers have a multitude of options at their disposal. We must learn to interact with them, rather than speak to them.

References

- *Convio – “Integrating Online Marketing (eCRM) with Direct Mail Fundraising”, January 2007*
- *Direct Marketing Association – “The Integrated Marketing Media Mix”. Yoram Wurmser, Ph.D., June 2008*
- *DM News – “Print is Still Effective in the Web Age”, Gina Testa, May 26, 2008*
- *Neolane – “Multi-channel Marketing Hits the Wall”, August 2008*

Additional Resources:

DM News, Non Profit Times, Direct, Target Marketing, Electronic Retailer, onPhilanthropy, Marketing Sherpa, Philanthropy Today, Multi-Channel Merchant, Fundraising Success, Brand Channel, Ad Age

Thank You

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<http://www.russreid.com/home/client-resources/webinars.aspx>

