

THE FULLY INTEGRATED CAMPAIGN

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IDENTIFY
NEED

The first question you must ask is what are you trying to solve, what is the problem the customer is facing? And can you help?

DEFINE
SOLUTION

Next, how can you help? What products or services can you deliver that will help your customer overcome their challenges?

BE
DIFFERENT

You need to stand out from the crowd. What makes your solution different from the competition? And why does the customer care?

YOUR MESSAGE(S)

A Finance Director has different priorities to an IT Director. Segment your audience through CRM and define relevant targeted messages for each different job function.

CRM



SOCIAL

Control Social Community for your business and products. This will provide a platform for communication and an engaged, relevant audience.

Integrate your social channels. Using Twitter with Facebook, LinkedIn and Google+ that will increase engagement and give you more time to focus on work.

Use your company Twitter account to do your employees' LinkedIn accounts, suddenly your reach has multiplied. Also, when you communicate such as a release, discuss to post the content and link to increase engagement.

Send messages throughout the campaign and be sure to respond to any queries, comments or feedback. By different times of the day to capture your audience.

E-MARKETING

Lead time is piling up. Accounting, the business is struggling to get the right people on board. Deliver

Make your own email newsletters and a content calendar and make sure you are always up to date. Here are a few email marketing tips for free.

Get involved in campaigns with other companies, sharing the costs of your own to increase your customer base.

CRM

ONLINE

Experiment with PPC activity through whichever medium works best for your demographics. I have had success using Google Adwords, LinkedIn Ads, Facebook advertising and Twitter.

Utilise Search Engine Marketing by taking your customer's queries on marketing channels to find your site by searching a specific keyword. This can be promoted through Ad Marketing and even advertising.

Write thought leadership pieces on the challenge you are trying to solve and publish them as blogs. Use the blogosphere to provide the content on relevant sites for your audience. For example, the blogosphere will probably end up as an important source of content strategy that your brand owns and publishes.

PRINT

Direct mail is making a return and it's a proven proposition that works in the B2B and B2C. Personalise your Direct Mail and make it impactful.

Direct mail is usually the most expensive part of an integrated strategy. Don't overlook the effort and utility by using cheap printers and materials. Quality and ingenuity is a requirement for the audience for the right reasons. But just as importantly, great creative design and great letterpress art is the winning one.

Integrate your CRM with your other marketing efforts. Use CRM teams to be the first piece and provide clear goals to deliver for higher media engagement.

LANDING PAGES

Landing pages are key to the success of the campaign. Ensure they are targeted and relevant to the audience. A campaign should have multiple landing pages based on the person viewing them. Ensure you have a clear call to action and link it back to your social channels.

ANALYTICS

FORENSICS

FOLLOW UP

CONVERSION

Google Analytics will help you understand how your audience is engaging with your landing pages and online advertising, even in real-time. Providing you with the knowledge to continually improve your campaign performance.

Lead Forensic tools can provide you with actual contact information of the visitors on your landing pages and your website. By integrating these tools with your CRM, you can gain competitive advantage and pass your sales team real-time leads.

Whether this is via email, telemarketing or social media, the follow-up part of the campaign is absolutely vital to its success. You need a structured campaign follow-up programme that executed by people that understand the product and solution set.

Follow these steps and you will start seeing some conversions. Remember to log all conversions through your CRM system so you can accurately track your ROI.

Integrated Marketing Communications Campaign

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