Introduction

Marketers need an easy and systemic way to touch customers in multiple media channels and to track the responses received. The key to making cross media marketing campaigns effective is not simply placing the same message in different places. The ability to collect and analyze data on responders in a systematic way is critical. The goal is to determine customer contact preferences and touch them accordingly. Here's how:

Step 1 - Capture Visitors

The first step in the process is to implement a means to passively capture who is responding to your advertising but not getting in contact. Drive prospects to the web and discover their identities with Personalized URLs or Real Time Personalization (RTP). The most common way to capture web visitors has been the use of PURLs or personalized urls. PURLs use variable data printing to touch known recipients with targeted content both in print and once they arrive at a customized landing page. This process can be pricey for cold solicitations and we do not always know in advance who is going to see the message.

Static and broadcast media can drive prospects to a landing page and using Real Time Personalization create a demographic profile and serve personalized content on the fly using only their name and zip code. By adding RTP to your web and phone responses you can create an actionable database of responders. Opt-in or contact forms are not enough. Only 1 in 15 respondents who view a solicitation on line will opt-in. The key is to capture visitors even if they do not call or fill out a form.

Take away: By adding either PURLs or Real Time Personalization to the marketing you already do, you can create an actionable list of prospects.

Step 2 - Group the Responders:

The data collected in step one includes what information the prospect reviewed and demographic traits from the national consumer databases. Without additional expense, this list can easily be segmented into groups. Advertisers will know not only who responded to their ads but what traits they have in common such as age, income, presence of children, credit worthiness and more. This intelligence allows you to craft your message to the prospect.

Take away: Group respondents based on their traits to create targeted messages that speak directly to their needs and personal characteristics.

Step 3 - Select Touch Points & Execute

Now that respondents have been identified and segmented, we can determine what message to send. Different campaigns can be run based on a variety of goals.

- Automatic follow-up: Automatically target prospects who responded but took no further action with a series of solicitations to turn them into customers.
- Cross-sell & Up-sell: Prospects that purchased can receive follow on pieces to market additional products and services based on their actions.
- Life Cycle Management: Thank you notes, re-order reminders, referral programs, and special events can be coordinated around the sales cycle.

Take away: Automatic touches to clients can take the prospecting burden off your sales team (or you) and allow them to focus on the closing leads.

The Bottom Line:

Cross media marketing campaigns are a cost-effective and powerful tool for building a client database, increasing brand awareness, staying in front of customers, entering the sale cycle at the right time, capturing current sales opportunities, and managing customer life cycles. By using the data collected from real time personalization, web visits, surveys, and opt-in marketing, highly targeted campaigns can be developed that will increase response rates and improve ROI.

About The Author

James Michelson is a principal at JFM Concepts, an honor graduate of the George Washington University and a former Naval Officer with more than 15 years executive marketing and sales experience. Upon leaving active duty he earned a Masters degree in Business Administration from the Jacksonville University. James has held key sales positions for both Fortune 15 and small firms in a variety of verticals including defense, technology, industrial, retail, and finance.