

In-Calendar Marketing

Increase margin from loyal customers

A new marketing medium

With email recipients suffering from “inbox overload”, marketers are searching for new ways to be **remarkable** and develop trusting, loyal relationships with their customers.

Calgoo, a leader in electronic calendar interoperability, has developed a new marketing medium that achieves exactly that. Calgoo’s In-Calendar Marketing empowers businesses to reach customers and prospects via timely and relevant content placed in their customers’ electronic calendars on a 100% opt-in basis. The end result: **increased margin** and **enhanced customer loyalty**.

What is In-Calendar Marketing?

In-Calendar Marketing refers to the concept of displaying contextual messages or offers embedded directly into a consumer’s electronic calendar. These calendar “feeds” are live so information is kept current and they do not affect the consumer’s personal calendar information.

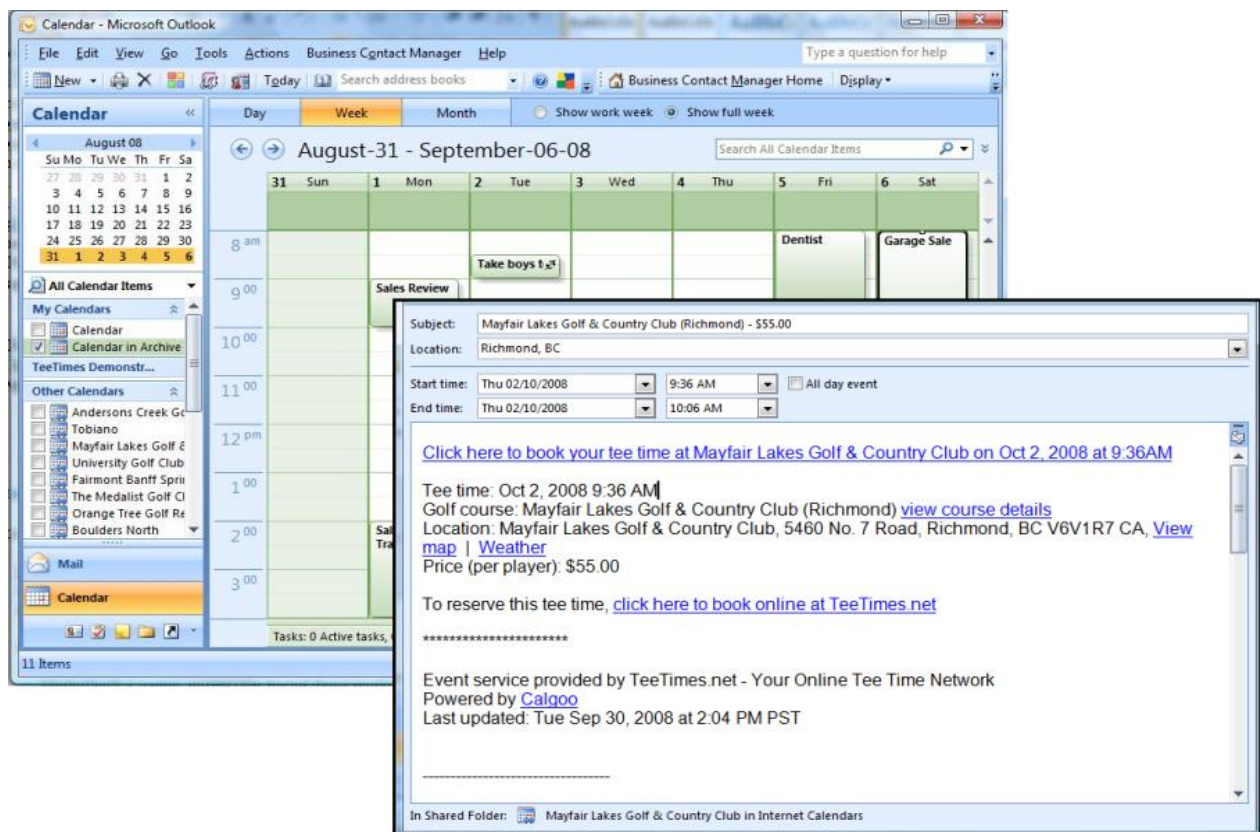
Who is it for?

In-Calendar Marketing is ideal for businesses with strong brands and loyal customers who really want to stay informed about the business’ last minute specials, promotions and events. It is ideal for businesses with ‘perishable’ or time-sensitive inventory and offers:

- **Hotels, online travel, tourism**
- **Retailers**
- **Event planners, conventions**

How does it work?

Your customers click a link in an email or web page to subscribe to your business’ calendar feeds. Our web-based tools provide account and campaign management. Analytics provide you with instant visibility into the success of your campaign, allowing you to see the return on your marketing spend.



Why Use In-Calendar Marketing?

Calendars are at the crux of the decision point – A calendar is a decision point, and it is often the final stimulus for swaying actions one way or another

Calendars are constant and always on – Embedded marketing messages are always present whenever a person is interacting with their calendar or event

Calendars are uncluttered – With little or no competition in this medium, there is an opportunity to cement your place in your customer's calendar and capture their attention

Calendars are read and then re-read – People read what is in their calendars. 93% of PDA users and 80% of PC calendar users say that they are "almost certain" to read information that is in their calendar

In-calendar communications are 100% opt in – If someone subscribes to a calendar feed, they want the information being offered

In-Calendar Marketing fosters a higher level of trust – Within in-calendar events, the control of the relationship is placed in the hands of the subscriber

In-calendar events have 100% 'readability' – If a person can open an appointment, they can view the contents of the message

In-calendar events have 100% 'deliverability' – In-Calendar Marketing places the message directly into a medium used frequently by your customers

In-calendar events can 'tickle' a subscriber – Unlike email which is single-shot broadcast, in-calendar events are published and allow a subscriber to pull updates from the publisher at a timed interval

In-calendar communications are always timely – With In-Calendar Marketing, the calendar event is tied to the action and placed next to the time where it would derive the greatest relevance.

Benefits of In-Calendar Marketing

- **Increase conversion rates** by getting your message in front of a loyal, trusting customer base at the right moment in time
- **Ensure deliverability** with our patent-pending calendar inter-operability technology
- **Be remarkable** and one of the first to leverage a new and innovative medium
- **Build customer loyalty** by presenting your marketing message to your customer at the time and in the medium they make decisions
- **Increase margin** by driving more conversions and repeat business
- **Generate website visits** by embedding hyperlinks and calls to action within in-calendar messages and offers
- **Market directly to buyers** when they are at the most important point in their buying cycle
- **Get in before your competitors** and establish a trust-based relationship that will be hard to break

About Calgoo

Calgoo is the world-leader in calendar inter-operability and is pioneering the concept of In-Calendar Marketing with its patent-pending technology. Calgoo can help devise a marketing campaign for you to take advantage of this new medium.

CONTACT US TODAY

1.877.646.0699

Get started with In-Calendar Marketing

