

In-calendar Marketing

Leveraging **Just-in-time Advertising** to drive sales
and improve customer loyalty

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Summary

Technical challenges due to lack of calendar interoperability have previously made it impossible to place advertising in the calendars of the more than 300 million desktop calendar and 10 million web calendar users. Calgoo Software's patent-pending technology overcomes this. Calgoo helps businesses reach their customers via timely and relevant content placed in customers' calendars on a purely opt-in or subscribe basis. This is a "blue ocean" opportunity for advertisers and gives them an alternative or an additional medium compared to cluttered and failure-prone email marketing.

Just-in-time Advertising

Everywhere you go, and every waking hour you are inundated by marketing messages.

You wake up in the morning, and your radio alarm clock [Sony] is promoting the latest Hollywood blockbuster [Indiana Jones, sponsored by Blockbuster]. You have a shower [Dove Soap] and ponder the day ahead. You brush your teeth [Crest], grab some breakfast [Kellogg's] with a cup of coffee [Starbucks], and read the paper [112 print advertisers consumed on average]. You turn on your computer [Dell], and begin your day.

With estimates that push the number of marketing messages consumed by the average person as upwards of 3,000 messages per day¹, the ability for a business to capture some of consumer's target audience is becoming harder and harder. How do you distinguish yourself and your marketing message? How do you rise out above the noise?

When Seth Godin coined and popularized the concept of Permission Marketing in the late nineties, he paved the way for an email marketing revolution in which companies received opt-in permission from their clientele and prospects to receive marketing messages. In order for these messages to be well received, they had to be *personal, anticipated, and relevant*. However, less than a decade after he wrote his book, there are

¹ Estimates range from an average of 250 to 3,000 marketing messages daily (source: <http://answers.google.com/answers/threadview?id=56750>)

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trends that are pointing to a decreased effectiveness of this medium, or perhaps worse, the risk of undermining the brand and relationship that companies have worked so hard to nurture.

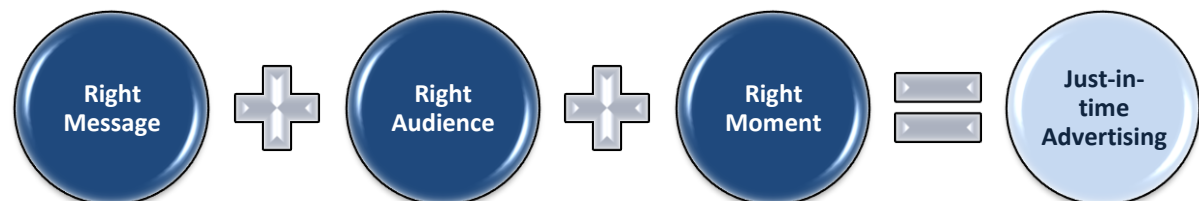
Quick stats:

- 274: Average number of personal emails weekly (Jupiter Research, 2007)
- 304: Average number of business emails weekly (Jupiter Research, 2007)
- 26%: Opt-in email campaigns as percentage of total inbox email (Jupiter Research, 2007)
- 2 out of 5 marketers are finding that email deliverability rates are in decline and are becoming “unacceptably low”, defined as less than 80% (Internet Retailer Survey on Email Marketing, 2007)

So how do you stand out from the crowd, improve the relevancy of your marketing message and increase customer satisfaction? The answer is Just-in-time Advertising.

Just-in-time Advertising is about delivering the *right marketing message* into the hands of the *right audience* at the *right moment in time*.

- The **right message** is one that is relevant, personalized, trusted, and informative.
- The **right audience** is one that has opted in and raised their hand and given you permission to communicate your products or services. It is also one that matches your target demographic (age, location, gender, level of interest).
- The **right moment** in time is the precise time when the message will be most effective to cause action or embed a particular thought or emotion into your audience’s subconscious.



Examples of Just-in-time Advertising

Just-in-time Advertising includes:

- **Email marketing based on clickstream behaviour** – A known user is visiting a website and they pass through a series of web pages or hit a particular trigger page. In response to this behaviour, software sends out a pre-defined email marketing message to the visitor that is personalized and relevant to their buying behaviour.
- **Mobile Marketing based on Geo-location** – A user is walking past a restaurant and they receive an SMS alert on their mobile phone with a coupon enticing the user inside
- **Direct Mail or email based on archived demographic data or standard behaviour** – A customer receives an alert from their local florist one week before their anniversary advising them that they qualify for a special on flowers (known data from a prior order)
- **In-Calendar Marketing** – A user likes to shop at a certain retailer and opts-in to subscribe to a calendar feed of the retailer's sales events and promotions in her area.

Guiding Principles

The guiding principles to just-in-time advertising are that the marketing message needs to be Trusted, Informative, Measurable, and Event-based.

- **Trusted** refers to the origin of the message coming from a trusted source: opt-in rather than opt-out. Trusted is permission marketing whereby you have your customer or prospect raise their hand and say, "You've got my attention and this is who I am, and I am interested in hearing from you." Tenets of trust include a respect for privacy, and control of the relationship being placed in the hands of the consumer. In other words, a customer can stop receiving your message at any time, just as easily as they subscribed to it. This differs greatly from the email marketing relationship. Within email marketing, the ability to control the deliverability of the marketing message lies within the publisher; that is, the person who composes and sends the message. While honest marketers go to great lengths to establish a rapport with their subscribers through opt-in, and double opt-in marketing, the fact still remains: as soon as a person relinquishes their email address to a second party, they lose control of who uses it. In order for true trust to be established, the publisher must relinquish ownership control.

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- **Informative** builds off of Seth Godin's concept that permission marketing must be "relevant". Informative goes one step further in that it is not just of interest to who I am, but it must provide real value to the consumer. There must be some sort of value for me to interact with the message. Value can be in the fact that interacting with the message can save a user time, save a user money, or provide them with information that they want and need. What is informative is entirely up to the consumer. Let them tell you and opt-in to the information that they want. If a particular message is no longer relevant to the consumer, they simply turn it off.
- **Measurable** marketing is essential in today's world of paid search marketing. Marketers do not want to pay for advertising that is not effective. How many people viewed the message? How many people interacted with it? Did the message result in any sales, clicks, or interactions? Are you getting a return on your advertising spend? When you make it measurable, you make it accountable. And today, marketing is about accountability.

Email deliverability and response is difficult to measure. A typical campaign starts with a list. Of those, you have duplicates and 'dead' emails that instantly cut your list down. Next comes the issue of deliverability and getting past the spam filters of ISPs [see above stat about unacceptably low deliverability rates]. And then you have to get past the personal spam filters. If your message gets this far, a percentage of your users will have "auto preview" for their email client activated. Is this a successful delivery, or did it get opened by the computer? And for those that were truly opened, are you tracking all, or do the majority of your recipients have the images turned off and thus not initiating any tracking beacon. In short, can you trust the numbers? Proponents of email marketing argue, well yes but it still performs better than [insert old medium here].

- **Event-based** is what sets *good marketing* apart from *average marketing*. Time-centric marketing is not a new phenomenon. Food advertisements are shown during the supper hour. The beverage Snapple launched a very successful Text Messaging campaign that saw an SMS text delivered directly to their teen demographic at 12:05 PM (just as the students were entering their high school lunch break). Email marketing campaigns have the greatest open rate if they are sent out on Wednesdays (with Tuesdays a close second). However, this is all broad-based event marketing.

True event marketing needs to be personalized down to the individual. As in, we are delivering this message to you, Jim, at a particular moment in time as we are confident that it is relevant to you precisely at the moment you receive the message. Some email marketers are starting to realize this and incorporating clickstream monitoring into their marketing mix (and delivering a personalized email based on the observed behaviour). In fact, such email campaigns have been found outperform untargeted broadcast campaigns by a rate of 4 to 1.²

Calendaring as a Communications Medium and a Marketing Vehicle

Marketers around the world are always in search of the 'remarkable'³. That is, advertising that stands out, gets noticed, and grabs peoples' attention. In the evolution of advertising, every instance where a new medium of communication is introduced, advertising is sure to follow.

And with this being the age of digital communication where new methods are introduced at an alarming rate, marketers have an abundance of choice in spending their marketing dollars. And the one thing that is abundantly clear in looking at trends in advertising, the growth in alternative media spend is eroding traditional advertising at an astounding rate. Marketers, it seems, want the remarkable: the new, the different... especially when it provides measurable results at a much lower ROI, and the opportunity to engage a customer in a relationship.⁴

What is interesting, however, is that the calendar – even though it is one of the most pervasively used software applications (as of 2006 there were 300 million electronic desktop calendars in use and 10 million more web calendar users.⁵) – has not been utilized by marketers up to this point. At Calgoo, we believe that this is about to change.

² Source: David Daniels, Jupiter Research

³ http://sethgodin.typepad.com/seths_blog/2007/01/how_to_be_remar.html

⁴ Spending on alternative media, which includes advertising and marketing, jumped 22.0% to \$73.43 billion in 2007 and is expected to continue its rapid ascension in 2008 despite a slowing economy, as brand marketers scramble to stay in step with a rapidly changing media landscape. Alternative media, including 18 digital and non-traditional media segments, accounted for 16.1% of total advertising and marketing spending in 2007, up from only 7.9% in 2002. Alternative media is forecast to represent 26.6% of total U.S. advertising and marketing spending by 2012 (Source: PQ Media Alternative Media Forecast 2008-2012)

⁵ Source: Carl Sjogreen, Google Calendar Product Development.

An electronic calendar is one of most pervasively used software applications on the planet.

As of 2006 there were 300 million electronic desktop calendars in use and 10 million more web calendar users.

"From a marketing strategy standpoint, RSS's ascendancy is just another indication the world always seems to find a way to route around advertising whenever it has a chance. Consumers crave control over their media and are flocking to technologies that provide that control."

"RSS advertising is probably an excellent idea. But we can't forget if we abuse the channel into consumers' browsers, they can do what they've always done with TV: switch the channel. When considering new ways to reach consumers, we can't ignore the fact that while we weren't looking, they seized control."

Clickz, 2006

Using the Calendar as a Communications Tool

The combination of advertising and calendars are not new. Who among us does not have a printed calendar from the local [insert: *realtor, banker, auto dealer* here]. Some online statistics report that the average person has 2.5 calendars in their home and of those, 70% have been provided as a form of advertising by a business that recognizes the "power of the calendar" to place a brand in front of a client or prospect 365 days a year.

However, up to this point, electronic calendaring has not followed suit. We believe that the primary reason is that up until recently, the calendar did not enable cross-platform communication. Email as a communications tool has worked because everyone—regardless as to whether you were using Outlook, Gmail, Hotmail, or Yahoo! Mail—could send email messages back and forth between each other, sleeping easily knowing that the email delivery machinations were standardized. However, until recently users of electronic calendars were silo'd into their own calendaring application. The introduction of iCal and software tools that enabled cross-platform event synchronization⁶, have forever changed the landscape with regards to the ability for appointments published in one environment to be consumed in another. And with this change, the calendar is now able to serve as both a publishing and consuming communication vehicle.

A simple example of how this changes things comes via a recently-developed Calgoo technology that enables any RSS feed to be consumed directly into any calendar. With such technology, the calendar can effectively supplant the need for a user to have a separate RSS reader that pulls web content and alerts from their favourite feeds.

In-Calendar Marketing – A new marketing opportunity

When email was first rolled out to the masses—and the first marketer recognized that the medium held boundless opportunity for fast, affordable, and reliable client/prospect communications—a "killer application" was born and marketing has never been the same (even though the shift from traditional advertising to email is only in its early infancy). But even while email marketing has been disrupting the

⁶ Of which Calgoo has been a leading provider in cross-calendar synchronization and released several products empowering users to do exactly this.

status quo, a new delivery method is evolving that has many of the benefits of email marketing, but few of the negatives. The concept is In-Calendar Marketing.

In-Calendar Marketing refers to the concept of displaying a contextual advertisement embedded directly into a consumer’s calendar. The advertisement—which can either be a one-off event, a series of events, or an entire time-based calendar series—is a perfect example of Just-in-time Advertising in its purest form.



- **Trusted** - An in-calendar advertisement needs to be trusted. A publisher cannot force a client to accept a calendar feed as they can with email. Instead, a client must trust the publisher and accept the feed directly into their calendar application of choice. And once accepted, the ongoing control of the calendar and its presence within a client’s calendaring view is entirely at the control of the consumer. Research into the psychology of calendaring by Oxford’s Dr. Peter Collett confirms that trust is critical to gaining access to someone’s calendar: “People who use electronic calendars don’t

mind others looking at their calendar, but they seem to resent other people making entries in their calendar without telling them”.⁷ Trust must be absolute.

- **Informative** – As with any advertising medium, the content needs to be appropriate. Content appropriate for In-Calendar Marketing is any content that is date or time based: weekly specials, schedules of events, golf tee times, daily financial updates, etc. As the consumer opts-in to the calendar, it is assumed that they would do so with the understanding that the content is relevant to their interest.
- **Measurable** – In-Calendar Marketing is highly measurable. Advertisers not only know how many “opens” they received, but deliverability is assured. Did it work? Did prospects convert? What sort of engagement was achieved? Did you receive a return on your advertising spend, etc.
- **Event-based** – This is hyperbole. In-Calendar Marketing, by its very nature is event-based. Advertisements display specifically next to a corresponding day in the calendar. Promoting a back-to-school sale? List the dates of the sale right in a person’s calendar, highlighting a different special each day, or based on their past interactions.

Examples of In-Calendar Marketing

The following are some examples of effective use of In-Calendar Marketing:

- A **real estate company** eager to capture new leads creates an In-Calendar Marketing campaign that allows subscribers to subscribe to a list of open houses in their preferred region. Subscribers see right within their calendar of choice a list of open houses that matches their filter criteria. They can instantly open a calendar event to see details of the open house, the price of the house, and any relevant details. With a single click, a user can request more information from the real estate company about the property or share the listing with a friend, spouse, or realtor.
- A **golf course** has available inventory of tee times. The course creates an In-Calendar Marketing Campaign that lets registered users add available tee times for the course directly to their calendar of choice. The user can quickly compare their schedule (and that of their colleagues) to identify the best time to play a round of golf. Once the event has been opened, they would be able to call the

⁷ Source: “The Psychology of Calendars”, Dr. Peter Collett, University of Oxford, October 2000

course directly (using a tracking phone number) to book a tee time. They would also be able to click on a link and open an online tee time reservation.

- A **regional lottery system** publishes a daily list of betting odds for sporting events. The lottery corporation promotes via their website for anyone to add the daily line directly into the calendar. A customer can click on a link within the in-calendar communication and can be placed directly on an online purchasing page to place their bets.
- A **franchisor of hair salons** has realized that last-minute cancellation is costing millions to the business annually. The marketing department creates an In-Calendar Marketing campaign that lets any franchisee publish a list of cancellation times while letting clientele to subscribe to cancellation notices. Upon receiving a cancellation, a stylist updates her calendar and creates a “last minute special”. Subscribers to her campaign see the notice within their calendar of choice and can instantly make the assertion as to whether the free time fits within their calendar. Not only does the franchisor recoup millions, but customers are delighted with the valuable service
- A **consumer retailer** has been sending email campaigns weekly to their opt-in subscriber list, yet they are experiencing email fatigue from their subscribers, and they are starting to find it hard to distinguish their message from the hundreds of others received by their subscribers. They are looking for a new way to engage loyal customers, especially within the busy upcoming holiday season. The retailer creates an In-Calendar Marketing Campaign that promotes weekly product specials unique to subscribers. Contained within an event is a traceable coupon that encourages subscribers to print it out and bring it to their nearest physical retailer. The subscriber can also click on a link and be brought to a personalized landing page with the discount already applied for the desired item.

Why this medium? Why now?

So why should a business consider In-Calendar Marketing as part of their marketing spend? Why this medium and why now? Well simply put, it wasn't available previously. And now that it is, there are several benefits to this medium to complement or replace current communications initiatives

93% of PDA users and 80% of PC calendar users say that they are "almost certain" to read information which is in their calendar. And given that people return to their calendars again and again to confirm their agenda, they don't just read events a single time, they re-read events time-and-time again.

Calendars are constant and always on – Unlike some mediums that a person interacts with only once, an electronic calendar is visited by the average user 5 times a day. It is always available. Embedded marketing messages are always present whenever a person is interacting with their calendar or event.

Calendars are uncluttered from existing marketing messages – According to Jupiter Research, the average person receives 274 personal emails and 304 business emails weekly. Of these, an ever increasing number are “opt-in” communications from marketers whom at one point, received their client’s permission to send them an email. However, statistics are also showing that people are finding that this increasing volume is cluttering up their inbox. And as a result, they are starting to tune out all messages. In fact, a 2008 Holiday Email Survey by Return Path found that 76.8% of respondents said they got more email than usual in the 2007 holiday season, although only 13% said the amount was overwhelming. What should be alarming to marketers, however, is how the recipients managed the excess email:

- 45.6% Deleted the excess email
- 22.3 reported the email as spam
- 24.8% unsubscribed from future communications
- 41.8% indicated that the excess had no effect on their email habits
- 9.5% spent less time on each email to manage the excess

Calendars, on the other hand, are an uncluttered medium. With little or no competition in this medium, there is a complete blue ocean of opportunity for a marketer to cement their place in a customer’s calendar and capture their attention... and thus, be remarkable.

Calendars are read and then re-read – Not only is the calendar “always on”, but people read what is in their calendars. Though slightly dated, according to an Omnibus Survey conducted in April of 2001, 93% of PDA users and 80% of PC calendar users say that they are "almost certain" to read information which is in their calendar. And given that people return to their calendars again and again to confirm their agenda, they don’t just read events a single time, they re-read events time-and-time again.

In-calendar communications are 100% opt in – If someone subscribes to an in-calendar communication, it is 100% opt-in. Guaranteed. There is no uncertainty about whether a customer truly wants the information being offered. The customer raised their hand, opted in, and added the in-calendar communication to their calendar. This act is intensely personal and gaining admittance into a calendar achieves a level intimacy rarely achievable between a brand and a consumer. And because the calendar-owner maintains the control in the relationship, it is easy for them to remove any published in-calendar communications should they want to stop receiving such messages (e.g., if the trust is violated).

In-calendar communications can be kept separate from personal calendar content – Using the built-in capabilities of most contemporary desktop and online calendars, in-calendar communications can be overlaid or viewed side-by-side personal or work calendar content without actually updating personal calendar information.

Calendar feed subscriptions can be paused – Unlike email marketing, a subscriber to an in-calendar communication can pause their subscription. With email marketing, a subscriber either opts-out of the relationship, flags the communication as junk, or simply deletes an unwanted and irrelevant communication. Re-engaging in an email subscriber-publisher relationship is often difficult and commences a brand-new relationship. In-calendar communication subscribers can simply ‘un-check’ the display of a particular calendar feed, and then re-check it again should they want to see a particular event grouping or message from a publisher.

In-calendar communications fosters a higher level of trust – Within in-calendar communications, the control of the relationship is placed in the hands of the subscriber. This differs considerably from email marketing in which the publisher controls the communication stream. Should a marketer cross a particular line, which is always a concern when exploring new marketing mediums, the subscriber can simply say, “No more.” Consequently, publishers are encouraged to provide high-value content within the communication and are unlikely to violate the trust bestowed on them by their clients. As a result, the client is more likely to intrinsically trust new in-calendar publishers given positive experiences with previous trusted providers (that is, one trusted provider brokers trust on behalf of subsequent

providers). And while there is little risk for the consumer to trust a new provider initially (whereas some consumers fear that a publisher may resell or pass along an email address to a third party), it is likely those that have an already existing, trust-based relationship will have greater uptake in their in-calendar communications from those who do not.

Calendars are used to make decisions and are at the crux of both business and personal actions – A calendar is decision point, and it is often the final stimulus for swaying actions one way or another. Case in point, consider the following example: A person is trying to decide between booking a tee-time at Golf Course A at 7:22AM or Golf Course B at 8:47 AM. Prior to a decision being made, they check their calendars to see what their daily schedule is like. In this example, their calendar may indicate an afternoon meeting that necessitates that the golfer be finished as soon as possible. As such, the calendar influences the decision to book the early-morning tee time. And because in-calendar communications can be timed and have contextual relevance to surrounding or known events, decisions can be influenced at the precise moment a decision is required. For another example, one only has to look at the impact that in-calendar communications can have with key corporate disclosures (news releases, financial reports, etc). An in-calendar communication that both informs a person as to the relevant news, but also provides a vehicle to take action at that moment (e.g., this message is sponsored by E*TRADE™. [Click here to trade this stock](#)). Not only is this a valuable service, the time-based relevancy can potentially be worth thousands or millions of dollars.

In-calendar communications have 100% 'readability' – A survey of 1,000 respondents by the Email Experience Council found that poor rendering “hurts relevance and brand identity and creates a dialogue that disappoints”.⁸ According to the study, 21% of the emails reviewed appeared completely blank when images were turned off, or stripped inside a variety of email clients. An additional 28% showed relevant copy, but had no working links. With in-calendar communications, if a person can open an appointment, they can view the contents of the message.

In-calendar communications has 100% 'deliverability' – A 2007 survey discovered that 2 out of 5 marketers are finding that email deliverability rates are in decline and are becoming “unacceptably low”, defined as

⁸ Source: Andy Goldman, OgilvyOne; “The 2007 Rendering Report”, January 2007, Email Experience Council

being less than 80%.⁹ While email marketing still provides good ROI for many advertisers, for those that require more reliable delivery methodology, mass email campaigns may not be appropriate. Consider the spirit of the Sarbanes-Oxley Act that governs public companies in which each issuer: *“Shall disclose to the public on a rapid and current basis such additional information concerning material changes in financial condition or operations of the issuer, in plain English, which may include trend and qualitative information and graphical representations, as the Commission determines by rule is necessary or useful for the protection of investors and in the public interest.”*¹⁰ In-calendar communications can be used to ensure that a specific message is placed directly into a medium used frequently by your customers.

In-calendar communications are non-invasive – Unlike an email which interrupts the use of the medium as a business and personal productivity tool, in-calendar communication events are congruent to surrounding events. And because a person will view the communication within the context of a particular moment of time, the relevance of the communication event is heightened even further. Furthermore, as a “pull” communications medium once a calendar feed has been established, a user never has to interact with the feed ever again: the events can be updated time-and-time again without ever having to invade or re-communicate with a subscriber (versus email communications which “pushes” multiple emails to subscribers with every modification or change)

In-calendar communications can feature a built-in reminder or ‘tickler’ – Unlike email which is single-shot broadcast, in-calendar communications events are published and allow a subscriber to pull updates from the publisher at a timed interval. In-calendar events also enable timed reminders to be displayed to subscribers at pre-determined intervals (e.g., “24 hours until Wal-Mart’s BlackFriday Coupon Book is Published”).

In-calendar communications are always timely and there when you need them – Within mass email marketing, 48.7% of email messages are being sent on Tuesday and Wednesday as marketers have learned over the years that campaigns launched on these generate the highest click-to-action rates. However, once an email is received it is either filed away or left to scroll out of a person’s field of view. With In-Calendar Marketing, the calendar event is tied to the action point and placed next to the time where it would derive

⁹ Source: Internet Retailer Survey Report on Email Marketing, 2007

¹⁰ Source: Sarbanes-Oxley Act, Section 409 “Real Time Issuer Disclosures”

the greatest relevance [or 'times' if there are recurring events]. As a result, the communication is always timely and always there when you need it.

In-calendar communications are uniquely-suited to time-relevant marketing – A significant number of email marketing campaigns already contain time-based data (e.g., “Airline seat sale lasts until July 31 – Book your flight now”, “Sign up today for our webinar series on incorporating technology into your marketing department”, etc.). The use of in-calendar communications has a distinct advantage over email marketing for such notices as the receiving audience is already in the medium that they would need to reach a decision.

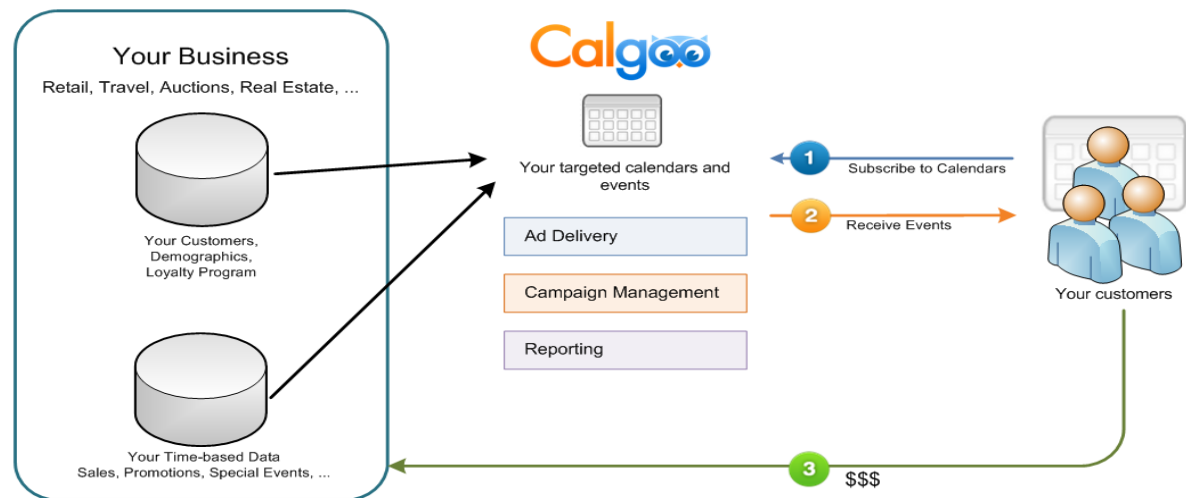
The calendar is a personal and intimate medium – Unlike email which has become a dumping ground for all sorts of communications, including SPAM and un-solicited messages, the calendar is a personal and intimate medium. When a company is granted access to this medium by a subscriber, a personal and intimate association between the subscriber and brand is also created, attributable in part to the medium itself.

Electronic Calendaring applications are intrinsically viral – Much like email marketing, event feeds within electronic calendars can be easily shared with friends and colleagues. This makes calendaring an intrinsically viral medium. Furthermore, with every new subscriber to an event, in-calendar communications enables full measurement and statistical analysis as to who is opening, sharing, and interacting with a particular message.

About Calgoo's In-Calendar Marketing Service

Calgoo is a world-leader in just-in-time marketing and is pioneering the concept of in-calendar marketing with its patent pending technology. Not only can Calgoo help devise a marketing campaign that allows your organization to take advantage of the new medium, but their technology can ensure deliverability of your message while providing you with full campaign analytics. These analytics provide you with instant visibility into the success of your campaign and allow you to quickly see the positive return on your advertising spend.

How it works



In-Calendar Marketing – Is it Right for Your Business?

Simply put, if you are looking to further a relationship with your clients while driving new sales leads and conversions—and really, who isn't—than in-calendar communications are a marketing medium worth exploring.

Benefits of In-Calendar Marketing

- Increase your conversion rates by getting your brand or message in front of a loyal, trusting customer base at precisely the right moment in time
- Easily launch new campaigns based on existing published content, including content that may already available in different mediums (e.g., RSS, database queries, published APIs, etc.)
- Ensure deliverability with cross-platform calendar sharing technology
- Be seen as one of the first brands to leverage the new medium, showing innovation and a constant quest of being remarkable
- Build customer loyalty by embedding your key marketing message right at the moment of decision, reducing the likelihood of competitive awareness
- Generate a high return on investment for your advertising budget as you drive more conversions and repeat business
- Save both the time and the cost associated with re-engaging your clients with the setting up and publishing of constant email blasts; instead, once the feed has been established, your communication messages are presented in a clear and informative way, frequently using already published data.
- Generate site visits and website traffic by embedding hyperlinks and calls to action within the medium itself
- Identify buyers as they enter a critical path in their buying cycle (on their schedule, not yours)
- Opportunity to use a low-cost, intimate communications medium before your competitors, establishing a trust relationship that will be hard to break.

For More Information

To learn more about In-Calendar Marketing, or to discuss how just-in-time marketing can help you reach more customers and build customer loyalty, contact Calgoo today.

