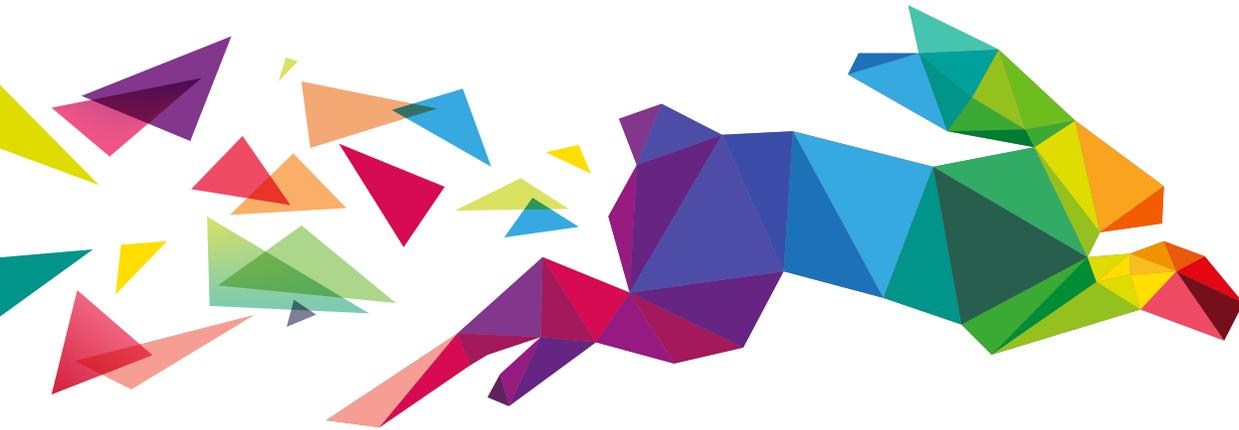




# MASTER THE ART OF MULTI-CHANNEL MARKETING

Understand the various marketing channels and what each medium does best, and you'll give your business a boost.





## THERE'S MAGIC IN THE RIGHT MEDIA MIX

Businesses today have more ways to market to their customers than ever before. While traditional marketing channels such as print, TV and radio remain important avenues to reach consumers, digital marketing—which includes online, email and mobile marketing—multiplies your reach and offers an ever-expanding array of opportunities.

The challenge for small and medium-sized businesses isn't choosing one way of marketing over another. Rather, it's to identify the most effective combination for their purposes, then build a cost-effective marketing strategy that spans an array of media and creates multiple contact points.

Instead of considering each channel in isolation, delivering a consistent message across multiple channels can pay big dividends. Knowing what each channel does well and how you can use them together will help you create a marketing strategy that drives conversions and ultimately sales.

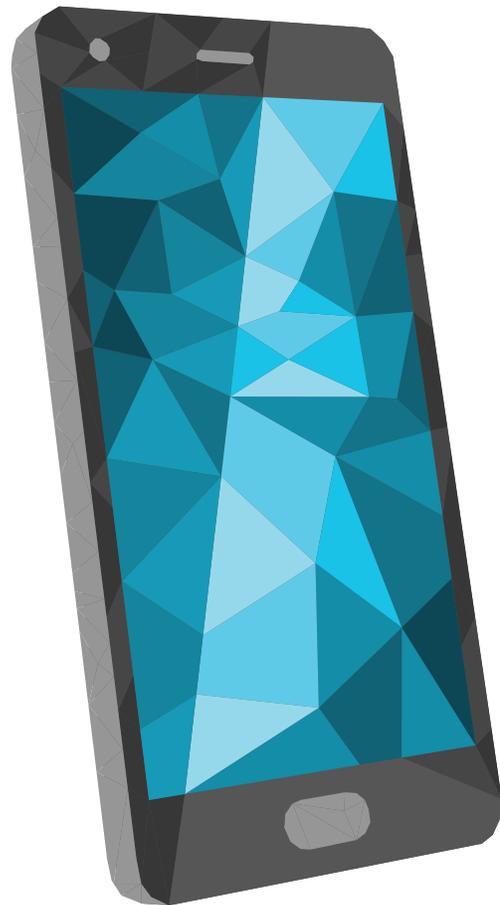
**7=**  
**AVERAGE**  
**NUMBER**  
**OF TIMES**  
**CONSUMERS**  
**NEED TO SEE**  
**AN AD BEFORE**  
**TAKING AN**  
**ACTION**<sup>1</sup>

## DIVING INTO DIGITAL

Digital marketing, which includes online, email, social media and mobile marketing, is on the rise. Eighty-two percent of small business owners who engage in digital marketing (44%) say it is imperative to their success. Seventy-five percent say they plan to implement some sort of a digital marketing plan in the next few years.<sup>2</sup>

### The advantages of digital marketing include:

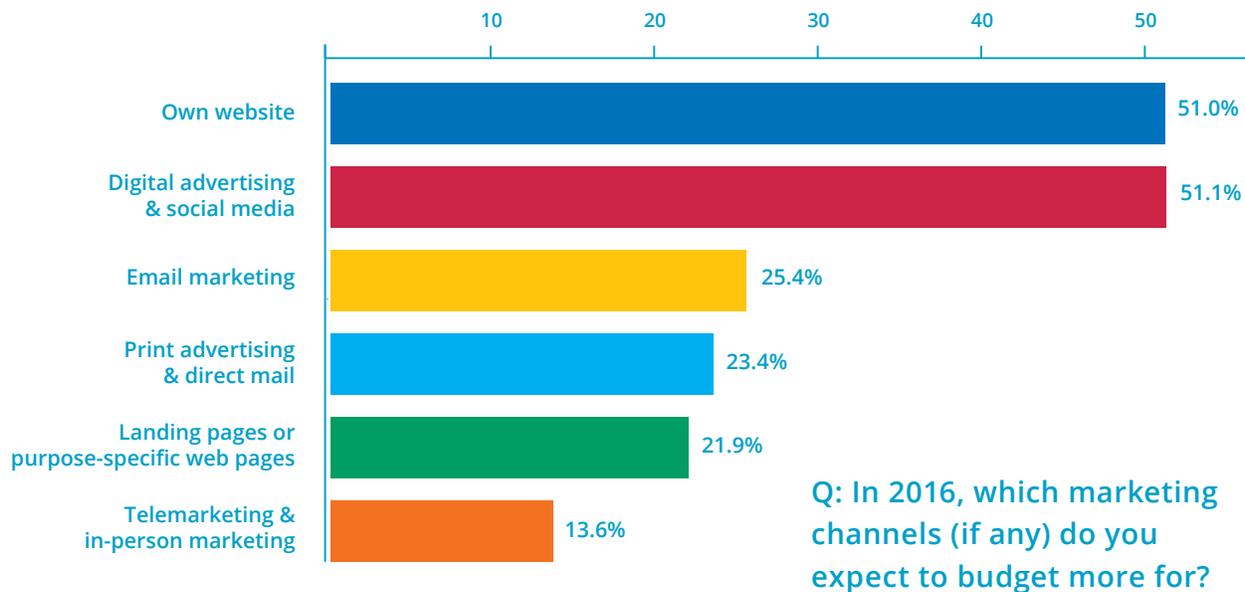
- **Captures interested consumers.** Digital marketing reaches people who are searching for you, rather than trying to capture the attention of people who may not be interested.
- **Reaches people where they are.** People are spending more and more time online, whether at their computers or on their mobile devices. For example, 21% of Americans are online almost constantly, while another 42% go online several times a day, according to a 2015 report from the Pew Research Center.<sup>3</sup>
- **Easily customized and measured.** It's much easier to gather information about your audience through their use of the internet and mobile devices. This allows you to measure the effectiveness of your marketing more easily and to personalize your message for specific target audiences.



### Some of the disadvantages of digital marketing:

- **Harder to stand out.** With so much digital marketing in the online world, there's a risk that your voice will be drowned out. However, working with experts in digital solutions can help mitigate the risks.
- **Takes longer to determine effectiveness.** Some digital marketing tactics, such as SEO and thought leadership, require patience and may take a while after implementing a strategy change to show significant results. Outbound marketing strategies like pay-per-click (PPC) advertising and email can drive people down your sales funnel faster, assuming they are quality prospects.

## TOP MARKETING PRIORITIES OF SMBs <sup>4</sup>



## HOW TO OPTIMIZE YOUR DIGITAL MARKETING CAMPAIGN

Digital marketing encompasses a lot, from search optimization to social media. Start by creating a comprehensive plan that works to your business's particular strengths. Think beyond the more obvious tactics like banner ads and consider sponsored content or targeted emails. A combination of the longer sales cycle strategies and the faster, direct response tactics will be most effective at delivering immediate results and building a healthy pipeline.

To measure the effectiveness of your digital marketing campaign, take advantage of the wide range of metrics available. These include web analytics, email data, conversion tracking and more. Software, such as Google Analytics or Adobe Digital Marketing Suite, makes this data easily available. Make adjustments to your campaign based on insights gleaned from your metrics. Identify key audiences and tailor unique marketing campaigns directly to those groups.



## DISCOVER THE POWER OF PRINT

Print remains an important and highly effective tool in a modern marketer's toolbox. Consider that 81% of people still prefer to read from a printed page over reading from a screen, and 88% of people say they retain information better when reading print.<sup>5</sup>

### Print advantages include:

- **A high level of trustworthiness and authority.** For many consumers, print ads are more familiar and credible than pop-up ads and other kinds of digital ads.<sup>6</sup>
- **Allows for more nuance.** Readers of newspapers and magazines tend to be more engaged than people browsing the internet or checking their phones. With print ads, you can take the time and space to explain what makes your company different.
- **Connects with a local audience.** Readers of local newspapers are likely to be attracted to ads for local businesses.

### The disadvantages include:

- **Not as attention-grabbing as other media.** Consumers have to come to you, rather than the other way around.
- **Less visibility.** People now have options for how they consume information. If print is your only marketing channel, you'll miss out on potential customers.

## HOW TO OPTIMIZE YOUR PRINT MARKETING CAMPAIGN

To get the most out of your print campaign, you want to be strategic about where you advertise. If you're a local business, placing ads in your local newspaper is a great first step, but you should also consider advertising in specialty publications. Newspapers often print specialty publications on specific topics, such as real estate or local food and entertainment, providing an easy way to reach a target market.

That said, placing an ad in a publication isn't enough. Print advertising should always have a specific call-to-action that makes sense for the channel and a path for measurement, whether that's a special code or unique URL.

- To drive in-store traffic, consider including a coupon or invitation to a special event.
- If you're looking to build your ecommerce business, leverage print creative to support your online channels by including social drivers and vanity URLs you can track back to print.

## NEWSPAPER ROI BY THE NUMBERS

A recent study shows adding newspapers improves total campaign effectiveness.

# 2x

**NEWSPAPERS  
MAKE TV ADS  
TWICE AS  
EFFECTIVE**



# 4x

**ONLINE DISPLAY  
IS FOUR TIMES  
MORE EFFECTIVE  
WHEN COMBINED  
WITH PRINT <sup>7</sup>**

## OUT-OF-HOME MARKETING CATCHES CONSUMERS ON THE GO

Out-of-home advertising—which includes billboards, public transport ads and other public signs—is a print-based channel with the potential to reach a high volume of customers. Unlike magazine or newspaper ads, out-of-home ads are visible to everyone and can't be skipped over with the turn of a page.

### Out-of-home advantages include:

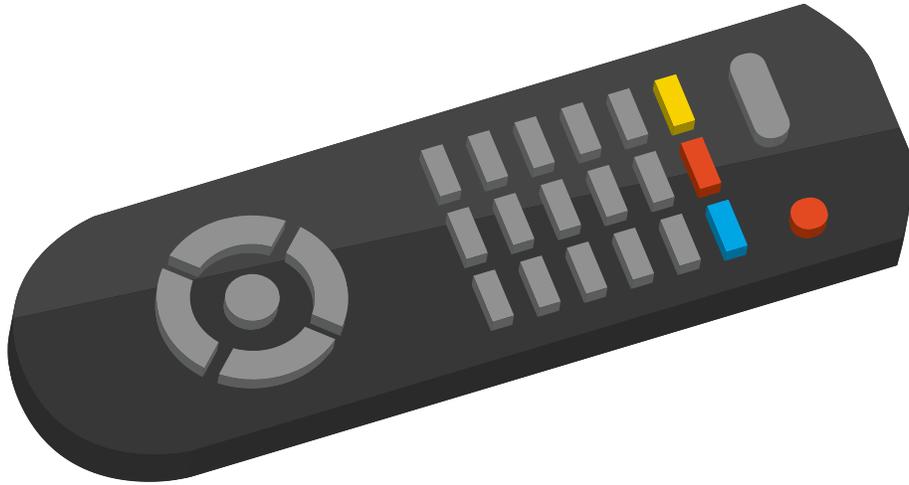
- **Large reach and high frequency.** OOH increases awareness among passersby through repeat exposure to a message they can't opt-out of receiving.
- **High level of creative possibilities.** Thanks to modern technology, out-of-home media goes well beyond a billboard and can offer a high level of interactivity, if you can afford it.

### The disadvantages include:

- **Limited targeting and tracking ability.** There is no way to target the reach of your message beyond geographical parameters, and even less ability to track ROI.
- **Very easy to overlook.** With limited space for messaging and only seconds to attract attention, you need great creative and a clear call to action to be effective.

To optimize your out-of-home marketing campaign, make your call to action something customers can do on their phones or tablets, such as downloading an app or typing in a coupon code.





## TRYING OUT TV

The average American watches almost three hours of TV a day.<sup>8</sup> That presents marketers with myriad opportunities to reach consumers in the comfort of their homes.

### The advantages of TV advertising include:

- **Access to a large audience.** The audience for TV ads remains enormous. For example, 83% of American households still subscribe to a pay-TV service, according to a recent study by the Leichtman Research Group.<sup>9</sup>
- **Emotionally engages viewers.** TV ads are opportunities for compressed storytelling, and their combination of image and sound allows them to touch viewers on a deep level.

### The disadvantages include:

- **Can be costly.** TV ads generally cost thousands of dollars, a prohibitively high amount for some small businesses.
- **Easier to ignore.** Many consumers find TV marketing annoying or unwelcome, and now there are more ways than ever before to skip through commercials.
- **More competition with digital TV.** Consider that 28% of TV viewing in the U.S. is now done via online streaming services.<sup>10</sup> With so many viewers watching TV shows on their computers, it's harder to target a specific audience at a specific time.

## HOW TO OPTIMIZE YOUR TV MARKETING CAMPAIGN

TV marketing may not be necessary for smaller, local businesses on a modest budget. For those who can afford it, be sure to target ads to viewers of particular types of programs. Do the research to find out which programs specific demographics watch and when, and consider delivering video ads on digital-viewing platforms.

To measure the reach of your TV marketing campaign, use tools like those offered by Nielsen to keep track of how many people view your ads. To gain insight on conversions, consider incorporating online marketing in your TV ads through vanity domains.



### HOW TO INCORPORATE METRICS INTO YOUR CAMPAIGN

Once you've established and secured a vanity domain, leverage your web analytics tool to generate a unique, trackable code that can be applied to your vanity domain. From there, you can analyze metrics that align with your TV campaign schedule—time of day of visit, visitor volume and conversion rate during air time.

## REACH OUT WITH RADIO

While radio has a smaller audience than TV, radio ads are less expensive than TV ads, and may make more financial sense for many small businesses. As with print ads, radio ads give you the chance to present a lot of information about your product or service in a short amount of time.

### Radio advertising advantages include:

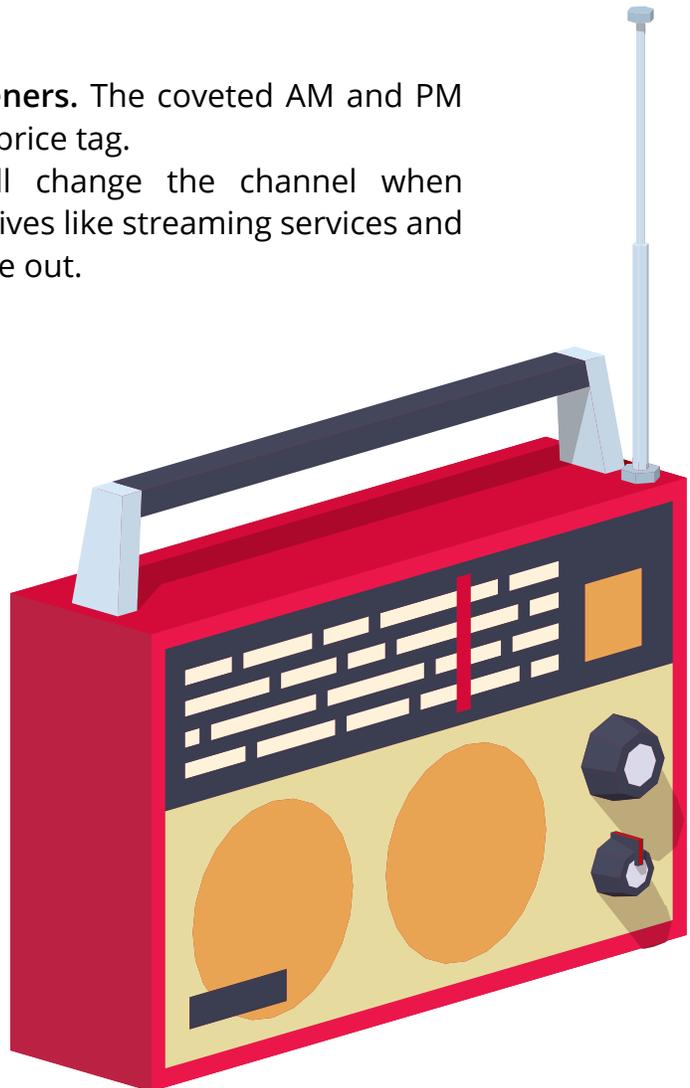
- **Local influence.** Local radio inherently reaches a local audience, making your message more relevant.
- **Faster and more affordable production.** Radio spot production is much less involved than TV spot creation, making it possible to version spots for different networks or dayparts at a fraction of the cost.

### The disadvantages include:

- **High cost for high volume of listeners.** The coveted AM and PM drive time spots come with a hefty price tag.
- **Limited attention spans.** We all change the channel when commercials come on, and alternatives like streaming services and satellite radio, make it easier to tune out.

If you decide to include radio as part of your marketing campaign, remember that the audience is largest during peak drive times when people are commuting to and from work, but a lot of the listening audience is moving online via apps and streaming services.

**20% OF TOTAL  
RADIO STATION  
USAGE NOW  
OCCURS DIGITALLY<sup>11</sup>**



## BRINGING IT ALL TOGETHER

The most effective marketing campaigns don't view each channel in isolation, but rather as pieces of one overall strategy, with each part building on and reinforcing the others. This is because consumers are constantly moving from one medium to another—someone may be browsing for something on a mobile device while in a coffee shop, and then hear a radio ad for that product on the way to the store. The key is to make that customer's experience as seamless as possible.

After evaluating which marketing channels work for your business, consider ways to link the pieces together. For example, your call to action in an out-of-home ad may involve a visit to your website or social media page. You also want to keep information consistent from one medium to the next.

For small and medium-sized businesses looking to get the most for their marketing dollars, it is critical to explore every marketing option and then create an integrated strategy. Do so, and you'll create more positive customer experiences and convert more potential customers into loyal fans.

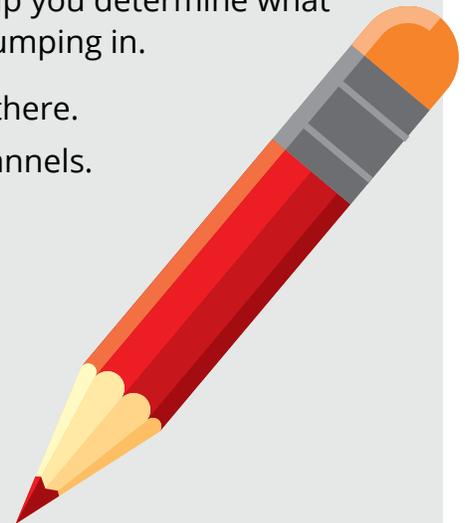
**MULTICHANNEL  
CUSTOMERS  
SPEND 3x TO  
4x MORE THAN  
SINGLE-CHANNEL  
CUSTOMERS DO** <sup>12</sup>



### MULTI-CHANNEL MARKETING CHECKLIST

Before you dedicate any dollars to a marketing campaign, take a few minutes to evaluate where you are now and where you need to be in order to plan a successful strategy. This simple checklist will help you determine what you know and what you need to find out before jumping in.

- ❑ Know where your audience is and be present there.
- ❑ Create a consistent brand presence across channels.
- ❑ Do a cost-benefit analysis of each medium *before* mapping your media mix.
- ❑ Match each marketing message to the right medium and time of day.
- ❑ Build a measurement and optimization plan *before* launching a campaign.



## THANKS FOR DOWNLOADING OUR WHITEPAPER!

Remember, if you need help planning or implementing a multi-channel marketing strategy, we're a full-service agency ready to do the hard work for you.

## HELPING YOUR BUSINESS SUCCEED WITH MULTI-CHANNEL MARKETING

Advance Ohio offers a comprehensive package of digital marketing solutions to businesses of all sizes. As part of Advance Local, one of the largest media groups in the U.S., we're leaders in strategic innovation and customized solutions that help our customers grow.

### OUR SOLUTIONS

- Audience Targeting
- Content Marketing
- Digital and Print Advertising
- Email Marketing
- Video Marketing and Ad Management
- Search Engine Marketing
- Social Media Optimization
- Creative Services
- Data Analytics

Learn more about our multi-channel marketing solutions by contacting us at 216-999-3900 or [marketing@advance-ohio.com](mailto:marketing@advance-ohio.com).

ADVANCE 



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