

# 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.

Use your social channels. Using Twitter with responses, updates and blogs 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, always be your customer and look 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. Customer. The business is struggling. Customer. The business is struggling.

Here are a few email marketing tips for free.

CRM

CRM

### ONLINE

Experiment with PPC activity through whichever channels work best for your demographics. I have had success using AdWords, LinkedIn Ads, Facebook Ads and Twitter.

Utilise Search Engine Marketing by taking your customer's search or 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 value by using cheap printers and materials. Quality and ingenuity is recommended for the audience for the right reasons. But just as importantly, great creative design and great letterpress art as the selling one.

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

**Gini Dietrich, Geoff Livingston**



## **Integrated Marketing Communications Campaign:**

## **Integrated Marketing Communications Campaign** Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Integrated Marketing Communications Campaign**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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