

marketing sider

ISSUE 03 | 2018

NEWS AND KNOWLEDGE FOR
TODAY'S MARKETER

Planning

Tactics



Channels

HOW
TO

MAKE
YOUR

STRATEGY
VISUAL

Target
Audiences



Budgets



Testing

Evaluation

marketing_{sider}

Dear Fellow Marketer:

As you gather your team to evaluate the marketing programs you deployed this year, be on the lookout for any signs of “analysis paralysis” that could hinder your 2019 planning.

We know how easy it is to get lost in the never-ending sea of information, but decision-making is never perfect. Overcome falling deeper and deeper into the data rabbit hole by focusing on what you *need to know* rather than what you would *like to know*. And move on! Done is better than perfect.

If your analysis shows you should keep doing what you’re doing or try something new, just be sure to have strategies in place to uncover new leads, keep the customers or supporters you already have, and drive greater brand awareness.

In this issue, we share ways to get more value out of typical marketing activities and motivate your team in the coming year to work toward common goals. Beginning on **page 6**, you’ll see how more visual representations of your plan can enhance productivity and ultimately improve results.

Like most, you’ll likely have a mix of print and digital strategies, based on the channel preferences of your target audiences. Beginning on **page 2**, learn how you can better integrate a direct mail campaign with digital advertising and social media to increase the number of important “touches” you have with potential buyers.

If your target audience includes tech-savvy millennials, you may be surprised to learn about their affinity for physical mail. Direct marketing expert Kate Dunn shares some new research data on **pages 10-11** that may have you rethinking your marketing to this segment.

We also want to highlight a favorite year-end tactic that can be applied at any time: gift giving. Promotional products continue to be appreciated and kept by customers and employees alike. Check out **page 12** for ways you can acknowledge those who are key to your organization and help build loyalty at the same time.

We’d love to hear about your goals for the coming year and ways in which you plan to reach them. We might be able to help!

Happy Marketing,



Gasper Lipari
Allegra, Hamilton
905-528-2999 x11
www.allegrahamilton.com
glipari@allegrahamilton.ca

P.S. Get proven strategies and can-do ideas for your marketing planning and more by visiting Allegradeas.com for free, on-demand webinar training.



+



+



+



+



+



+



+



MARKETING

PRINT

MAIL

DESIGN

WEB

SIGNS

PROMO

APPAREL

C o n t e n t s



06 SPOTLIGHT

How to Make Your Strategy Visual

IN THIS ISSUE

02 2019 Must-Have: Multichannel Marketing

Learn how to enhance your marketing ROI by integrating mail with digital and social media advertising.

04 Building Businesses and Brands With Signage

Take a look at the numbers to discover the impact signage can have on your bottom line.

05 Case Study: Sales Lead Generation Campaign

Check out how a creative, multi-touch approach to lead generation resulted in client appointments and substantial orders.

10 Print Communications and Millennials? It's a Match!

Discover the strategies that resonate best with a target audience who appreciates new *and* time-tested channels.

12 Hit the Right Notes With Your Target Audiences

See why promotional products remain a tried-and-true tactic for strategic direct marketing, recognition and goodwill.

2019 MUST-HAVE:
**MULTICHANNEL
MARKETING**



No longer aspirational or a nice-to-have, multichannel marketing is well within the reach of small and mid-sized businesses and nonprofits for more effective lead generation and customer or donor retention.

If you're not capitalizing on powerful marketing consistency and integration across your company website, direct mail, digital ads, email, social media, text messaging or other media, consider this:

- Using one advertising medium to reach key targets is often no longer enough. Among today's U.S. and Canadian consumers, more than 92% shop on more than one channel.¹
- North American companies with \$200,000 or more in annual revenue reported nearly a three times higher effectiveness of their multichannel marketing efforts versus those with non-integrated campaigns.²
- Fifteen years ago, the average consumer typically required two touchpoints before making a purchase decision. Today's shoppers need an average of almost six touchpoints.³
- 84% of companies have made multichannel marketing a key focus in their marketing strategy.⁴ Many, of course, are likely competing with you for customers and sales.

Multichannel marketing made easy

There is a simplified way to upgrade your direct mail campaigns to *automatically* bring you the advantages of multichannel marketing.

Made up of bundled services, it enhances the results of your mailing effort through multichannel marketing on the Google Display Network and Facebook. Specifically, it will:

Direct mail provides a strong foundation for multichannel efforts. Marketers that use direct mail report higher overall effectiveness of their marketing versus every other non-digital channel measured.⁵



- **"Remarket" your ads online.** Via a code added to your website, you'll automatically advertise again and again to site visitors who have not purchased a product, filled out a form or otherwise taken your desired action.

For 30 days, ads matching your mail piece will follow these prospects whenever they visit any of over a million other sites on the Google Display Network. This online component is in line with best practices for multichannel marketing; the majority (61.1%) of practitioners use both non-digital and digital channels – including social media.⁶

- **Follow up with ads on Facebook.** Any mail recipient who visits your website and later logs into Facebook will see an online display ad matching your mail piece in their news feed for a 30-day period. This is another automatic remarketing tool that's integral to the package.

With these Google Display Network and Facebook remarketing tactics, you'll establish a presence where your customers are likely to be found – online. Among U.S. and Canadian shoppers, 47% are researching an item once via the internet, and 31.8% are investigating a purchase two or more times online before buying.⁷ ■

Is multichannel marketing part of your 2019 plan?

We can help with sourcing mailing lists, designing mailers and online ads, or with an integrated, packaged solution.

^{1,7} iVend Retail, 2016-2017 Shopper Survey Report

^{2,5,6} Heinz Marketing, Heinz/PFL 2018 Multichannel Marketing Effectiveness Report

³ Knexus.com, Omnichannel Stats You Don't Want To Miss, May 26, 2016

⁴ SnapApp.com, What is Multichannel Marketing: An A-Z Guide, February 13, 2018

BUILDING BUSINESSES AND BRANDS WITH SIGNAGE



MORE SALES

The average increase reported by 60% of businesses that improved their signage.

Source: University of Cincinnati



Good impressions = great branding! 68% of people think that a business's signs reflect the quality of what's inside.

Source: FedEx Office/Ketchum Global



NO SIGNS, NO SALES NO KIDDING!

Almost 60% of consumers said that a lack of signs deters them from entering a store.

Source: FedEx Office/Ketchum Global



It's estimated that signage generates between 15% and 45% of a small firm's revenue.

Source: U.S. Small Business Administration



The number of audience impressions a vehicle wrap can make in just one day.

Source: Outdoor Advertising Association of America (OAAA)

Attract impulse shoppers with signs; unplanned stops account for as much as 45% of a store's traffic.

Source: Institute of Transportation Engineers



CASE STUDY: How we help customers meet their goals

Lead Generation Campaign
Nets 14 New Appointments
and \$450,000
In Orders



Challenge

A sales representative for a leading provider of business equipment and IT services had an intriguing promotional product but not a plan. The item was a palm-sized, quarter-inch thick video player that, when opened, introduced the company.

How best to put it in the hands of her audience of 80 school administrators, gain appointments and meet her quarterly goals for office printer sales? For assistance, she reached out to us to plan a strategic lead generation campaign.

Solution

Adhering to the budget, the plan considered steps in the customer journey, offered insights into her market niche, and outlined a good-better-best approach from which various recommended tactics could be mixed and matched for a custom strategy.

At the proposal's core were two key understandings: Multiple client contacts or touchpoints are usually required to make a sale, and some inspired creativity would be needed to gain the attention of busy school administrators.

Results

The campaign kicked off with a "lumpy" (dimensional) mailing featuring the video player, personalized letter and promotional flyer. An email reinforcing the package's appointment request followed. Soon after, a third touch was made with a greeting card, touting the company's 15th anniversary.

The card theme featured the top musical hits from 2003, the year the company was founded. It encouraged recipients to go online and download their favorite song using a gift card enclosure.

Success! The campaign yielded 14 appointments, two resulting in immediate sales with another one close on the horizon. Six additional prospects with a potential for \$500,000 in added purchases set second appointments with the sale rep when their existing office printer contracts expire!

Contact us when you're ready to get started with a campaign or comprehensive strategic lead generation plan.



How
to

Make
Your

Strategy
VISUAL

From simple sticky notes for brainstorming and planning to detailed “road map” graphics for execution, visualizing your ideas and marketing strategies can go a long way toward getting – and keeping – everyone focused on what really matters.

By using a strong visualized strategy, your team members can easily see their contribution which can boost motivation. This clearly defined and understandable path can improve productivity while fostering a sense of personal accountability and a mindset to value growth.

By Nadya Khoja

Part of keeping people productive is ensuring that deadlines are set, but it's not enough to simply state due dates. Employees need a constant and visual reminder of what needs to be accomplished and when it needs to be done.

You've probably heard it, but many studies prove visual cues can greatly increase the likelihood of information recall and comprehension of new subject matter. Without being able to envision what a process looks like, it becomes difficult to fully comprehend what is required for success.

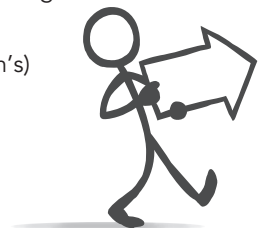
Creating a visual of your strategy

I don't know about you, but when I get asked, “What's the strategy for accomplishing X?” I immediately feel anxious.

It's not because I don't know the strategy, but because it's such a broad question. The answer is not always straightforward. It's silly of me to expect my team to remember a strategy I explain or email in text. It's too overwhelming and too dense to fully retain.

I visualize every important component of the strategy, so everybody is on the same page with a clear understanding of what's expected of them and of the team.

Take the following steps for visualizing your strategies to become more productive in your (and your team's) day-to-day life.



STEP 1: Visualize your high-level yearly goals.

It's important to start at the end – identify the main goal your team should strive to achieve. I like to start with a template or outline. It sets general expectations for the year and lays out the growth strategy with important metrics that could influence that goal.

The high-level growth goals for the hypothetical StartUp Masters – which has a mission of providing startups with an affordable means of managing projects to achieve rapid growth – are clearly shown. The goals are broken down to depict success in year 10, five, three and one.

Not only are the year-specific goals highlighted, but each includes the factors that will influence revenue and daily active user numbers. **TIP:** Print your goals and post them around your workspace or office so everybody is clear on the company's targets.

StartUp Masters High-Level Growth Goals

OUR MISSION

To provide startups with an affordable means of managing projects in order to achieve rapid growth.

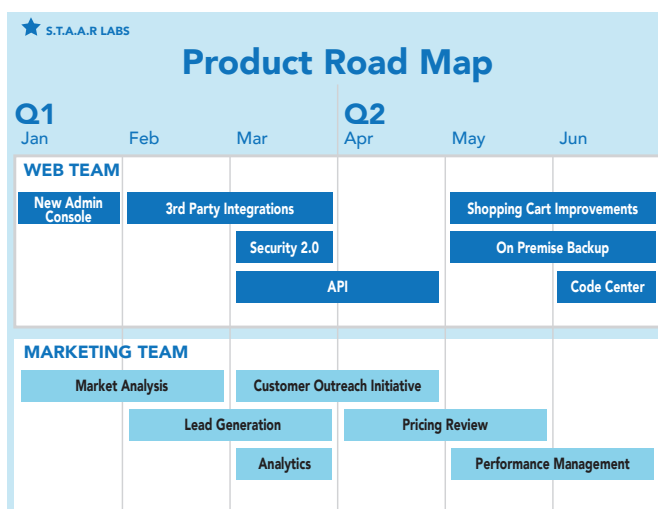


StartUp Masters VENNGAGE

STEP 2: Identify and plot projects on a visual road map.

Now, you need to show your team how they might get to those high-level goals. Chances are, your strategy incorporates projects that will influence the metrics that matter. And setting deadlines and milestones is important for these projects, too.

Here's an example of a basic product road map:



Each team's projects are detailed by quarter. It gives an immediate visual cue of start and end dates for each project.

In this example, the web team can see that the new admin console must be completed by the end of January, and the second project – third-party integration – likely can't start until the first project is completed.

For the marketing team, however, projects are less dependent on each other, enabling simultaneous work and completion. Now, you might be thinking, "Well, can't I just document this in a spreadsheet and it has the same effect?"

Yes, you can. However, it is more complicated to fully comprehend when projects overlap.

Chances are, the visual road map will stand out more and you'll be more likely to recall it faster because the information is organized in a more structured manner. You can see the progression as a timeline.

As an evangelist for your company's marketing strategy, using a high-level visual representation is a powerful way to secure buy-in and comprehension for your strategy.

TIP: Use textual hierarchy, engaging color schemes and summarize your information for better readability.

STEP 3:

Get individual team members to visualize their contributions.

We all know consistent reflection and journaling are great ways to remember and process new information. But documenting that information in a visual manner not only improves information recall, but it also can make it easier to organize your thoughts and ideas.

To ensure that your team members are actively working toward their goals and to promote job ownership, getting them to visualize their contributions using various marketing report templates is a great start. I do this in a couple of ways with my team. The first is to improve their personal development and the second is to ensure that they remain organized and execute their tasks efficiently.

For personal development, each person chooses an area of marketing in which they want to improve their skills.

They outline all the major aspects to create a mind-map template to visualize and organize what they should be learning.

In doing so, they can pinpoint the inputs required in a

set amount of time. It allows them to break down a general concept into achievable milestones. By doing this work, they are more focused and aware of what is manageable.

The next is to break down those milestones into tasks using a checklist. Not only does this force team members to think strategically about what they need to do to hit their goals, but they also have a visual reminder of deadlines to keep them motivated and productive.

In addition, all team members can see what their colleagues are working toward, holding every individual accountable for what they stated they would do.

Visual reminders are a useful way to reinforce important aspects of your high-level strategy so that everyone is on the same page. Rather than bombarding your team with text-heavy spreadsheets and documents, let them see what they need to do and when they need to do it. You'll quickly see your output is of a higher quality that happens faster and more consistently. ■



Nadya Khoja is the director of marketing for Venngage, an online graphic design software. This article first appeared on contentmarketinginstitute.com.



Print Communications and Millennials?

It's a Match! 

Born into an online environment? Yes. Second nature to get social or go mobile? Yup. Married to digital marketing? Not so fast.

While predictably receptive to online promotions and communications, research shows tech-savvy millennials have an unexpected affection for more traditional direct marketing. Their affinity for print communications – magazines, catalogs and mail – is challenging marketers who target the mobile generation to up their game and think about print in new ways.

“Millennials are used to getting tons of email and spending a lot of time on social media,” says Kate Dunn, Business Service Director at Keypoint Intelligence – InfoTrends.

“However, they are becoming immune to the marketing on these channels. There’s just not as much clutter in traditional media, like print and mail, and it’s engaging to digital natives.”

Case in point: 71% of North American millennials say they look at most of the direct mail they receive, and 26% feel that companies sending direct mail are more serious about winning their business.¹

Yet all mail is not created equal. Here’s how you can court these valuable buyers and develop loyalty for the long haul:

“There’s just not as much clutter in traditional media, like print and mail, and it’s engaging to digital natives.”

– Kate Dunn, Keypoint Intelligence – InfoTrends

Get personal. “Relevance and a familiar, trusted sender are the most engaging factors overall for those ages 35 to 54 and 55-plus,” says Dunn. “But millennials value personalized content the most.”

How do they define “personalized”? Catalog content that reflects a website they’ve visited or products which were recently purchased ranked as the most appealing customized content, followed distantly by products they’ve owned or images of trusted products.²

A Microsoft global study shows consumers accept data capture as a necessary step for personalized content, and they are willing to share personal data when there are clearly defined benefits in return (e.g. cash rewards, discounts, loyalty points). They also care about their privacy: 83% expect to be asked permission for brands to track or use their data.³

Interactivity is important. According to Dunn, millennials are more likely to use a QR code to access special offers, coupons or video.

“Augmented reality is also big; anything that brings digital assets into the conversation.”

Multi-channel matters. Millennials move seamlessly between online and offline environments, meaning your marketing should do the same with consistency in the brand experience and messaging.

Sixty-one percent (61%) say they will go to the company’s website after receiving a mailed piece, and 35% say they will visit a retail store. About one out of three say they have received a direct mail piece directing them to a mobile app. (See page 2 for more on integrated marketing.)

Rock your website.

If you do manage to capture their attention with social media, email or a direct mail piece, all your hard work to get that initial engagement can be lost if your website is a letdown.

“Your site should be well-designed, mobile friendly and recognizable based on what first brought them there,” Dunn advises.

Inspire loyalty. Word of mouth from millennials is gold when you consider their potential reach via social channels. How do you capture it?

“Above all, they want authenticity in brand content,” says Dunn. “Millennials are particularly brand loyal if they find a product or service themselves and fall in love with it. Then they’ll promote it.” ■

Charitable Giving

Millennials are most likely to contribute to a work-sponsored initiative, donate via mobile and watch online videos before making a gift.

More than half (52%) are more likely to give monthly over a large one-time donation.

Source: Nonprofits Source

^{1,2,4}Annual State of Marketing Consumer Survey, Keypoint Intelligence – InfoTrends, 2017

³The Consumer Data Value Exchange Study, Microsoft, 2015

promotional products

Hit the RIGHT NOTES With Your Target Audiences



With a quick scan of your desk, countertop or closet, it's likely you'll see one or more promotional giveaways or gifts from a range of companies or organizations: those you support or already know, and those who might like to know you better.

You're not alone. North Americans – men and women – own an average of nine or 10 ad specialties.¹

Marketers have long known that logoed items are a cost-effective way to generate brand awareness and goodwill among their target audiences:

- 85% of consumers say they remember the advertiser who gave them an apparel item, like a shirt or hat.²
- Consumers are nearly two-and-a-half times more likely to have a positive opinion of promotional products compared to internet advertising.³

Tried-and-true and on-trend

Perennial favorites, like writing instruments, bags and drinkware, are typical giveaways for events or tradeshows.

You can update these go-tos with materials that match the preferences of your guests, customers or employees. Consider bamboo pens and cotton bags for all, or leather cell phone wallets and steel tumblers for promising prospects and peak performers.

Tip: Use “usefulness” as a guide, as practicality is the top attribute of a promotional product for about eight out of 10 consumers followed by attractiveness, especially if it's wearable. USB drives and mobile power banks, are also appreciated. Nine out of 10 say they'd keep both because they are useful.⁴

The opportunity has grown for logoed apparel that can be worn in and out of the office with relaxed dress codes in the workplace populated by more millennials who may prefer informal dress. A stylishly muted tone-on-tone logo placed on a quarter zip sweater, lightweight Henley or fleece jacket is a step up from jeans and t-shirts while still comfortably casual.

Strategic direct marketing

Promotional marketing is moving from tactical to strategic to generate leads or gain referrals. Enclosing a promotional product in an envelope or box to create a lumpy mailer capitalizes on a natural curiosity to want to find out what's inside.

Choose an item that resonates with your target audience by matching their interests, and be sure it supports your offer.

Here's an example: For a membership drive, a high-end health club might send a brochure and cooling towel to a list of homes within a 20-mile radius, featuring a creative call-to-action: *Step out for our Open House and save \$100 on your first-year membership.*

While there is always a place for brand awareness generated by inexpensive giveaways, a lumpy direct mail campaign should include measurement. Tracking the mail response rate and conversions will help you determine success. ■

Let our promotional products pros do the shopping for you for holiday business gifts, employee recognition and marketing campaigns. With thousands of items from which to choose, we can save you time and money.

^{1, 2, 3, 4} Global Advertising Specialties Impressions Study, Advertising Specialty Institute, 2016

5 Reasons Why Face-to-Face Meetings Make Sense



Strong relationships with your customers and supplier partners hinge upon good communication. When we're pressed for time, we tend to default to email. No surprise; it's fast and easy. Yet face-to-face meetings – when time is managed – can drive more meaningful business relationships. Here are five benefits to a sit-down:

- 1. Avoid miscommunication.** When you can observe body language and facial expressions, and hear tone of voice, these cues can help prevent misunderstandings that can result from the "shorthand" we use with email. Plus you can take brochures and other visual aids to help communicate your key points.
- 2. Create a bond.** Put a couple of people in a room together and the business of doing business naturally inspires interaction. You learn more about personal style and get a feel for the culture of the organization.
- 3. Problem-solve quickly.** Skip the back-and-forth of voicemail or lengthy email threads with messages that get lost in translation.
- 4. Gain an insider's view.** Learn more about your customer's business by "seeing" versus talking about things you already know from a limited perspective.
- 5. Build trust.** With a deepening relationship comes greater trust. With trust comes loyalty – and that's gold!

Allegra

255 York Boulevard
Hamilton, ON L8R 1Y7
905-528-2999
www.allegrahamilton.com

Allegra is independently owned and operated.

Ask us for your **FREE** Infographic:

The Ins & Outs of B2B Marketing

Business-to-business (B2B) marketers face challenges that differ from their business-to-consumer (B2C) counterparts. How typical are your experiences in the B2B space, and what can you learn from others like you?

In our new infographic, we share important facts and figures about channels, trends and more.

In this essential data, you'll learn:

- Where three out of four B2B buyers do their research before making a purchase
- The top social media channels used by B2B marketers and why
- The one thing you can do that can increase your email open rates by 26%

Ask us for your **FREE** copy of this must-have resource for your marketing library today!

