



Who do we have in the audience?

Who is familiar with Multichannel marketing?

Who is doing it?

This is a major new approach to today's marketing and is getting much better results! It's success is what's driving this to the forefront.



Who am I



Who knows what this is? Who has used one?  
When we were kids what used to happen at dinner time?  
Marketing calls and it was very frustrating!!!  
So what did we do about it? We signed up for the do not call list!



IT MEANS  
WE, AS CONSUMERS, ARE  
PUSHING BACK

**NEWS**  
**FLASH**





We are still pushing a lot of traditional marketing. Still the number one marketing communication is via mail and it is still growing.



Bottom line the world is changing?

Who has a smart phone? Ipad? How much has our communication changed over the last five years?



We know how much the world has changed have you kept up with the technology with your business? Your marketing?

The landscape we are operating in now is different.

Think back to that orange telephone and to today's medias.

It still takes a plan, understand you market, what is your corporate message.

Planning the campaign is still necessary.



What is multichannel marketing?

**Multichannel Marketing is the ability to drive marketing messages through two or more channels**

This is a major new approach to today's marketing and is getting much better results! It's success is what's driving this to the forefront.

// THE MARKETER WHO IS ABLE TO RIDE ON THE  
COATTAILS OF THE MULTICHANNEL REVOLUTION  
HAS THE OPPORTUNITY TO CONNECT WITH  
ALWAYS-ON CONSUMERS,  
*ANYWHERE, ANYTIME.*  
DOING SO, HOWEVER, REQUIRES A  
NEW SET OF KNOW-HOW "

FROM MULTICHANNEL MARKETING: METRICS AND METHODS FOR ON AND OFFLINE SUCCESS BY AKIN ARIKAN

ON AVERAGE,  
CONSUMERS CAN BE REACHED  
THROUGH 7 DIFFERENT CHANNELS,  
SUCH AS:

EMAIL	_____	@
TWITTER	_____	
FACEBOOK	_____	<b>f</b>
MOBILE PHONE	_____	
TRADITIONAL MAIL	_____	
ONLINE MEMBERSHIP FORUMS	_____	<b>in</b>

How many ways can you be touched?

Who has a Facebook account? (Linked In)

How many people in the room do not have a Facebook page for their business?

Who is using Twitter or texting?

How many time will you get hit by some kind of marketing today?

5,980

NUMBER OF MARKETING  
MESSAGES THE AVERAGE  
CONSUMER IS EXPOSED TO

**DAILY**

**52** GET NOTICED



If you are still sending out spray and pray is anyone noticing?

LET'S DIGEST A FEW  
MORE NUMBERS





Why is mail so good?

Mail is a trusted source! Postal Service

Remember miracle on 34<sup>th</sup>?

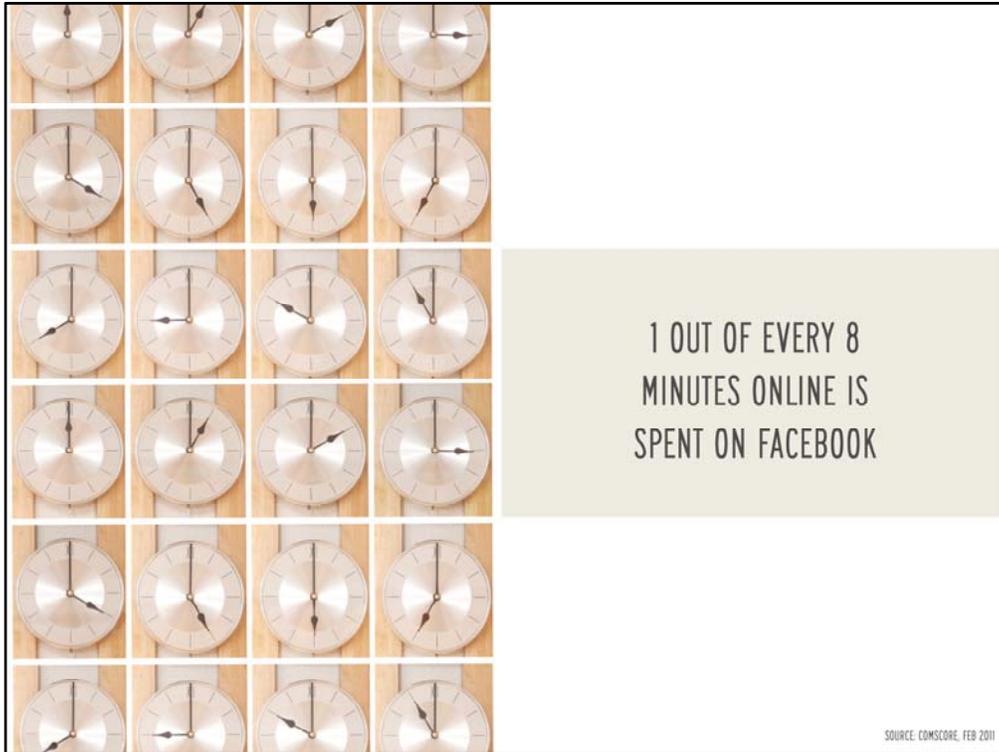
Mail is still a good channel and is still holds about 31% of all direct marketing and a great foundation.



TWITTER'S ACTIVE USER BASE GENERATES  
90 MILLION TWEETS *PER DAY*



This is valuable information and it will bring you business!  
We are getting customers from this channel



Push your message out there through the strong channels!!



Population of users are dramatically changing!

What happened to myspace?

Some people are using a personal facebook and a business facebook!!!



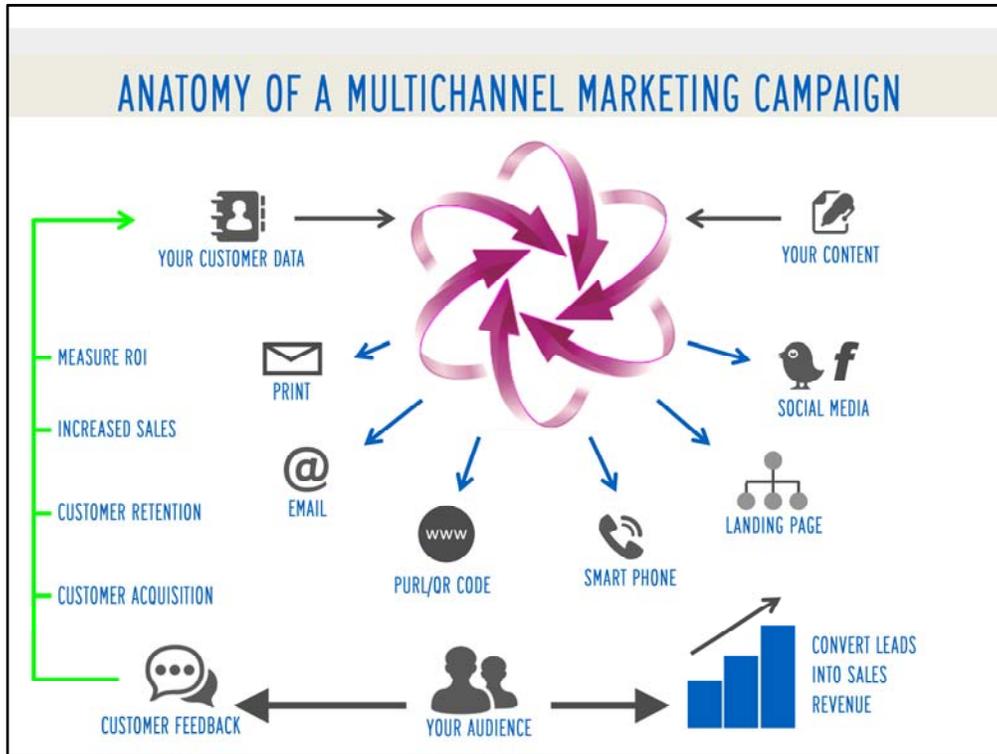
Who has gotten a customer from your facebook?  
Tell us about it!!



ALL OF THESE MARKETING  
CHANNELS MAKE IT POSSIBLE  
TO:

GET YOUR MESSAGE REGISTERED  
IMPROVE RESPONSE RATES  
GATHER VALUABLE CUSTOMER DATA  
GENERATE LEADS  
DEEPEN THE CUSTOMER RELATIONSHIP

All of these channels can build onto each other.



Raise your hands if you believe you are already doing some successful Multichannel marketing campaigns?

Tell us what you are doing?

In order for all of this to happen you must have a platform.

Start with simple methods to begin to utilize the technologies out there. QR coded, Purl's, Landing pages. Etc..

Make sure you have planned to follow up as needed!!!!

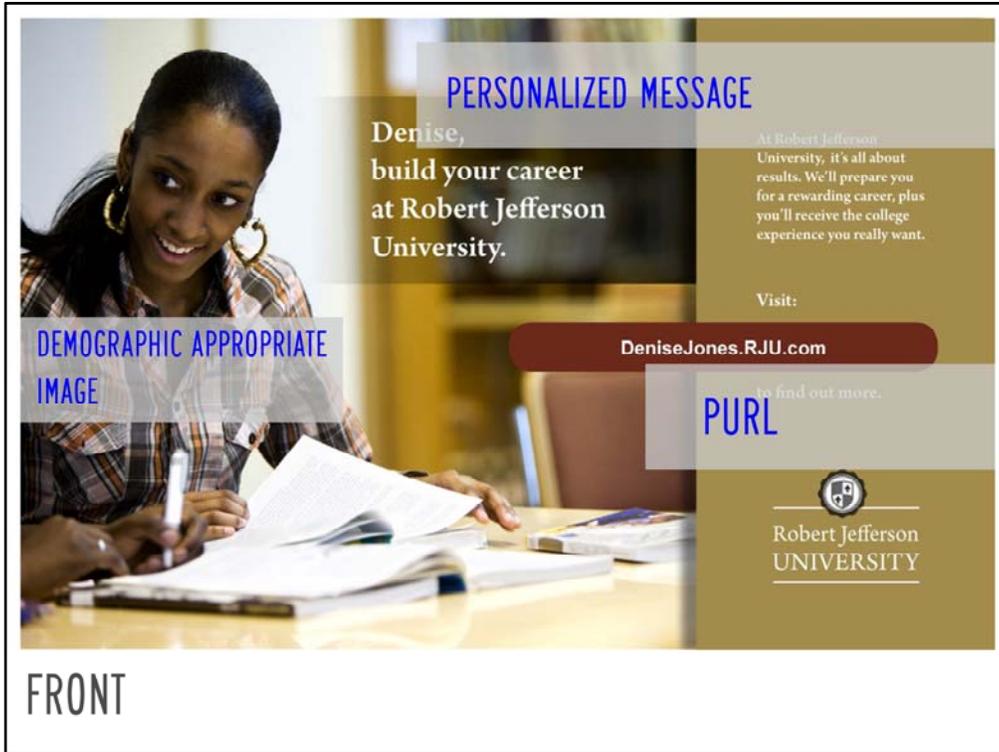
It takes a workflow and a plan to be effective.

PTI and others

# CASE STUDY



This university was looking to increase out of state students.  
They goal was to increase the hit rate up to 20% with a conversion rate of 10%  
Actual was 18% and 12%



They started with a postcard

  
**Robert Jefferson UNIVERSITY**  
 435 State Street  
 Chicago, IL 60605

PRESORTED  
 STANDARD  
 U.S. POSTAGE  
**PAID**  
 ROBERT JEFFERSON

**PERSONALIZED MESSAGE**  
**Denise, Build Your Career With Us.**

Visit:  
[DeniseJones.RJU.com](http://DeniseJones.RJU.com)

to find out more.

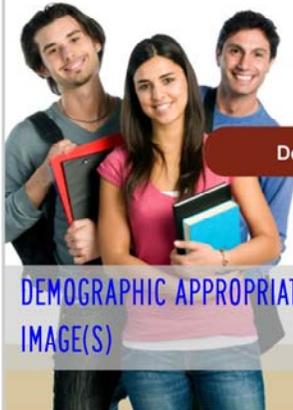


To sign up, please visit:  
[DeniseJones.RJU.com](http://DeniseJones.RJU.com)  
 or scan the QR Code with your smartphone!

**PURL AND QR CODE**  
Denise Jones  
 12345678901234567890  
 Chicago, IL 60619

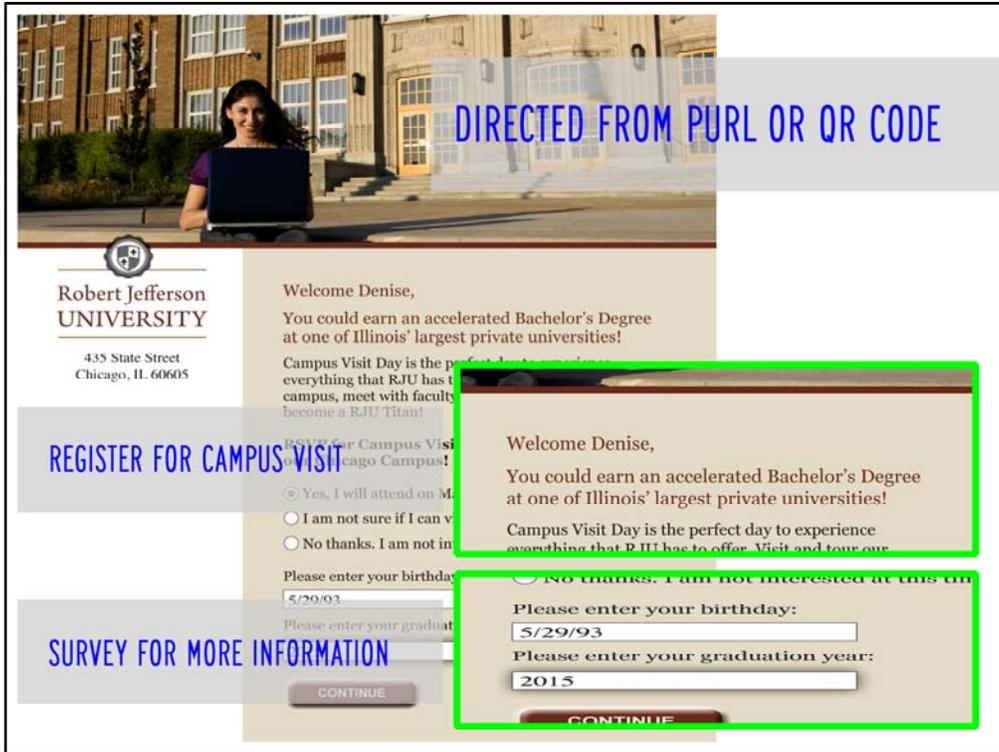


DEMOGRAPHIC APPROPRIATE  
 IMAGE(S)



**BACK**

- They used QR codes
- Make sure your QR codes point to relevant information
- If it doesn't you will lose them
- Use options like purls



What action do you want them to do?  
Register? Fill out a survey?

**Robert Jefferson UNIVERSITY**  
435 State Street  
Chicago, IL 60605

Tell us more about yourself  
We want to show you all the things  
Jefferson University should know about you

**USER INFORMATION**

First name: Denise  
Last name: Jones  
Address: 12345 Green St.  
City: Chicago  
State: IL  
Zip: 60619

**CONTACT INFORMATION**

Home phone: 555-555-5555  
Mobile phone: 555-555-5555  
Email: djones@email.com  
Major: Business  
Exam score: 75

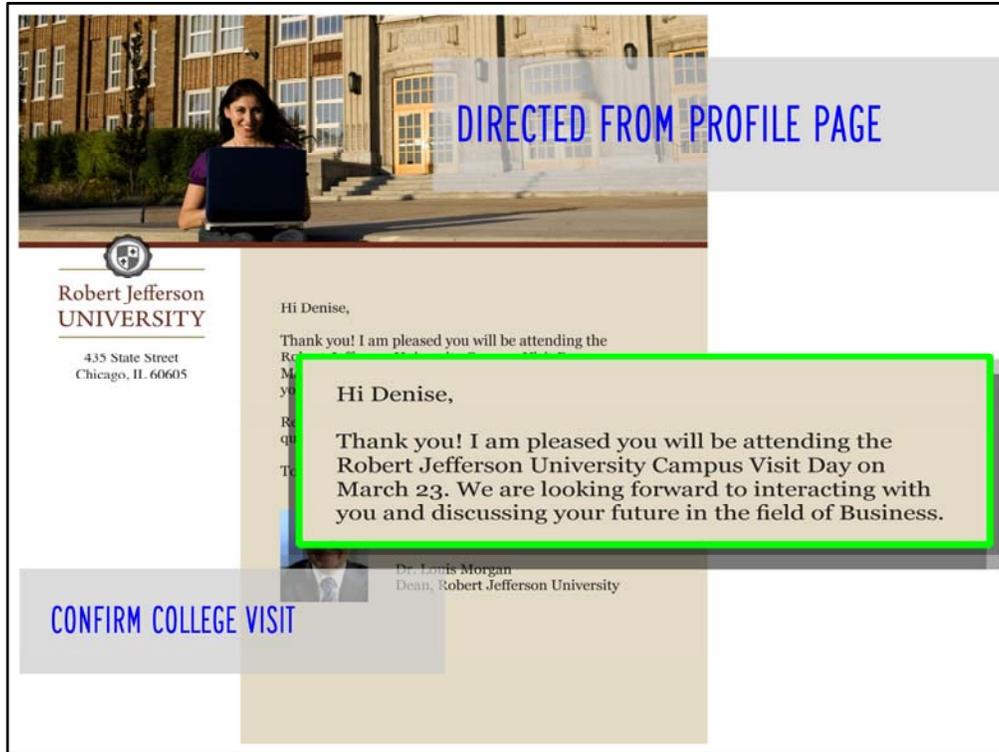
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Gather more information to improve your database for future campaigns



Confirmed and Thank You page  
When they actually came they got a customized T shirt

SMALL  
CHANGES  
**BIG**  
RESULTS



WHAT'S  
GOING  
UP



CUSTOMER REACH-ABILITY  
CUSTOMER DATA COLLECTION  
CUSTOMER TRACKING

HAND OUT

MULTICHANNEL  
MARKETING  
WORKSHEETS

READY TO SUCCEED?

