

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

salesforce



SOCIAL

Create a Social Community for your customers and prospects. This will provide a platform for communication and an engaged, relevant audience

Integrate your social channels. Linking Twitter with Facebook, LinkedIn and Google Plus will minimise duplication and give you more time to focus on content

Link your company Twitter account to all your employees' LinkedIn accounts, suddenly your reach has multiplied. Also, utilise rich communities such as LinkedIn Groups to post discussions and polls to enhance engagement.

Tweet messages throughout the campaign and be sure to respond to any replies, comments or mentions. Try different times of the day to capture your audience

E-MARKETING

Invest time in skilling up using an e-marketing platform. Mailchimp is the best free option in my opinion. I am currently using Dotmailer, which offers excellent reporting and campaign building tools

Make sure your e-marketing has a consistent look and feel across all campaigns, but is different enough to engage your audience - Here are a few email marketing tips for free

A/B split test all campaigns on a small sample before sending the email to your entire list with the most successful version

Integrate your e-marketing platform with your CRM to build a history of communication with your contacts. This will help when it comes to the all important follow up process.

ONLINE

Experiment with PPC activity through whichever mediums work best for your demographic. I have had success using Google Adwords, LinkedIn Ads, Facebook advertising and Bing too.

Utilise Search Engine Marketing by asking your audience, across all marketing channels to find your site by searching a specific keyword. This can be promoted across Print, E-Marketing and even Telemarketing

Write thought leadership pieces on the challenge you are trying to solve and publish them as blogs. Use the blogosphere to place this content on relevant sites for your audience. For example, this Infographic will probably end up on Social Media Today as its content is relevant. Find your place online and publish!

PRINT

Direct mail is making a return and it's a lot more advanced than it was in the 80's and 90's. Personalise your Direct Mail and make it impactful.

Direct Mail is usually the most expensive part of an integrated strategy. Don't sacrifice the effort and outlay by using cheap printers and materials. Quality and ingenuity is remembered by the audience for the right reasons. But just as importantly, poor, cheap design and print is remembered for all the wrong ones

Integrate your DM with your other marketing efforts. Use SEM terms on the mail piece and provide clear calls to action for Social media engagement.

LANDING PAGES

Landing pages are key to the success of the campaign. Ensure they are targeted and relevant to the audience. 1 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

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

FORENSICS

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

FOLLOW UP

Whether this is via e-mail, 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

CONVERSION

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.

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