



Five Tips

For Assembling Integrated
Marketing Campaigns



A Guide to Building Campaigns that Deliver for Your Small-Business Customers

Today's consumers interact in a multiscreen world. They make purchasing decisions based on information they receive through their television sets, computers and mobile devices. In many cases, they're using multiple forms of media simultaneously.

More than 40% of U.S. consumers access the Internet via a PC or laptop while they're watching TV, according to a recent study. Take note, because this array of media options can give you more ways to reach customers. Connecting with these consumers starts with cable TV, which still dominates the media landscape. Americans watched an average of 152 hours and 8 minutes of television per month in Q3 2013, up from a monthly average of 148 hours and 3 minutes during the same period in 2012.

The advent of digital cable has led to more viewing options than ever before. Channels geared toward specific interests, such as food, travel and sports, allow companies to target their advertising to specific audiences. Meanwhile, the growth of online communication has transformed the ways companies interact with consumers.

Online users discuss and review products through social-media sites, such as Facebook and Twitter. Text messaging

and mobile Internet access make it possible to share information about products and services instantaneously. Companies that combine the power of online, cable and mobile media will maximize sales and connect with more customers than they could by focusing marketing dollars on any of these channels alone.

Here are five keys to building an integrated marketing campaign that delivers more value to small businesses.



1

Start with Cable TV

The popular television show *Duck Dynasty* attracted 11.77 million viewers for its fourth-season premiere, a record for a nonfiction cable series. A few months later, *The Walking Dead* set an all-time high for the most-watched cable TV show. The message from viewers is clear: Cable TV still rules as the preferred form of media entertainment. Work with your media partner to identify the programming that draws your target customers.

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Americans on average watched 35.1 hours of TV per week during Q3 2013. The consumption figure was tops among all other forms of media, including radio, Internet and mobile devices. The ability to reach so many consumers has several advantages for businesses. One of the primary benefits is the ability to target marketing messages toward specific groups.

Businesses can use cable TV advertising to reach potential customers in specific geographic zones instead of buying airtime in an entire city. If you own a restaurant with a single location that draws 85% of its patrons from a 10-mile radius, you probably don't want to pay to advertise throughout a 50-mile radius by airing commercials throughout the city.

In addition, different cable channels and programs target specific demographics, psychographics and personal interests. For instance, a restaurant promoting new dinner specials or celebrating its grand opening can advertise on stations that feature food programs, such as cooking shows.

Companies that use these innovative TV marketing strategies say their efforts are paying off. Small and mid-sized businesses rated TV as the most effective advertising channel in a November 2012 survey by Edge Research. The study also found that 53% of respondents rated TV ads above other popular marketing channels, such as social media, email, radio and print.



Tie TV Ads to Online Usage

Nearly half of smartphone owners use their devices as “second screens” while watching TV. Companies increasingly find that this integration is turning all TV commercials into some form of immediate-response advertising. That’s why it’s important to tie TV ads to online usage. Effective TV ads can prompt viewers to research the product further. TV commercials led to 17% of all smartphone web searches and 6% of all PC/laptop searches in 2012.

Many companies are combining their TV presence with the power of online resources to reach these consumers. Businesses can drive more online engagement by including their web address in their TV ads or inviting viewers to follow their Twitter feed or “like” their Facebook page.

The links effectively turn TV into a direct response medium for any ad. Viewers can quickly investigate the offering on their smartphone or computer when the impulse strikes rather than waiting to call or visit the business during normal hours. Many consumers will make their buying decisions when they arrive at a website, so it’s important to have online ordering

or appointment-setting capabilities. The URLs also provide advertisers with a way to track the success of TV ads. Some companies track ad response rates on their websites with surveys that ask visitors what led them to the site.

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3

Go Mobile

Most consumers are using their mobile devices or at least have them nearby while they're watching TV. They may see an ad on TV and research it further on their mobile device. Smartphone users access their devices nearly everywhere at any time of day. In a 2012 survey, 71% of respondents said they use their phones when they're at a restaurant, and 44% have slept with their smartphones next to their beds so that they wouldn't miss anything overnight.

Consumers access their mobile devices to write social-media reviews or launch a GPS app to find a restaurant. Nearly three-fourths of smartphone users say they access their phones at the dinner table.

The increase in mobile-device usage presents another advertising opportunity for businesses. Companies can opt for mobile banner ads, which are similar to standard web banner ads but fit smaller screens and run on the mobile content network. Timing is another important factor to consider when launching a mobile ad. For example, an ad for a new clothing store might make more sense to run during the daytime hours, when most people are shopping. In addition, small and mid-sized businesses that already have a TV commercial

can easily repurpose it into an in-banner video ad that engages customers online. In-banner video ads can include interactive features, such as the option to click on coupons or surveys, to further connect with consumers.

People typically use their mobile devices in quick intervals, so ads should be narrowly focused on a single message. Rich-media banners and animation are more

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effective methods to convey a message on mobile devices. Rich-media ads use interactive digital media, such as streaming video or audio. The ads may change when the user taps or swipes the image.

On average, rich-media ad campaigns perform better on mobile devices than standard banner ads, in some cases by as much as 400%.



4

Advertise Prominently Online

Internet advertising is an effective way to increase awareness of product offerings. Shoppers are more likely to search for a product or service on Google, Amazon or other online search tools than in the phone book. Businesses can localize their marketing messages by placing display ads on websites that contain news and entertainment content customized for their local area. Clutter-free sites that place the ad “above the fold” of the website – the area that’s visible to the visitor without scrolling down – make the ads more visible.

Pay-per-click advertising boosts visibility in search engines and drives more traffic to the site.

The online ads should link back to the company’s website to drive further engagement with the consumer. Once the shopper reaches the website, the company can increase awareness and sales by offering more detail on services not mentioned in the TV ad, such as coupons, customer testimonials and contact information.

Searchable websites that are easy to navigate help potential customers find the services they’re seeking. Online advertising incorporates searchable keywords that attract visitors who may have otherwise missed the ad. Businesses can then measure the results of their online ads with tracking and analytics tools that measure the success of the ad campaign.

The use of keywords to attract visitors is also critical. Site keywords should include phrases that incorporate the company product name. Online visitors often search for a product name first after watching a TV ad. For instance, a shoe store may want to include “Nike (model name here) shoes” in its keyword list. Other variations can include “Nike running shoes” or “Nike basketball shoes.” Do the legwork to discover what your customers are searching for, and feature those search terms in everything you do online.

Businesses also can opt for pay-per-click ads based on keywords they select. Advertisers only pay when users search for certain keywords and click on their ad, which redirects the user to the company website. Pay-per-click advertising boosts visibility in search engines and drives more traffic to the site.



Take Advantage of Social Networking

Blogs, Twitter, Facebook and other social-media sites have enabled the “online water-cooler” effect. People are interacting through these sites to discuss and receive updates on their favorite programs. They’re spending a considerable amount of time on the sites as well. Facebook users spent an average of 17.39 minutes per day on the site in the second quarter of 2013.

As you promote your brand, you can integrate social and mobile campaigns by including social-sharing links on marketing and advertising materials that consumers will access with mobile devices. Businesses that embrace these networks will enhance their relationships with their customers. Offer discounts and special offers to shoppers who “like” your Facebook page or other incentives for new Twitter followers.

For instance, companies can tweet an offer code that unlocks a promotion or tweet a keyword that customers can mention for in-store discounts. In March 2012, American Express connected card members to merchants by synchronizing card holders’ accounts with their Twitter account. The card holder could then tweet with a customized hashtag, such as #AmexMcDonalds, and the offer was stored on their card. When the card

holder purchased an item at the participating merchant, the offer or discount was automatically applied.

Advertisers have embraced Twitter as a way to tie their TV ads to social-media networks. Advertisers mentioned Twitter in 26 of the 52 commercials that aired during Super Bowl XLVII. Mention your Twitter handle during TV ads, and ask viewers to follow your company. More companies are mentioning a hashtag during commercials. In Twitter, the hashtag allows users to categorize tweets and help them stand out in Twitter searches. For instance, Domino’s Pizza once asked followers to tweet with #letsdolunch. When the related tweets reached 85,000, Domino’s dropped prices by more than half that day.

Blogs also provide an avenue to inform customers about trends in the industry and other relevant topics. Businesses can use blogs as a way to establish themselves as experts and thought leaders in their field. Blogs help humanize the company with witty and insightful commentary that strikes a chord with readers. Bloggers can share links to their posts via other social-media outlets, such as Facebook and LinkedIn, to drive more traffic to the site.



Conclusion

An integrated marketing plan is more powerful than relying on a single advertising channel. The combination of cable TV, online and mobile marketing plans maximizes opportunities to connect with consumers. The use of social media and mobile devices is so prevalent today that people are using these communication tools during their daily routines. Cable TV continues to grow as well, with more shows that target specific demographics and personal interests.

Businesses that want to take advantage of multichannel marketing opportunities should consider these tips:

- Advertise during cable programs that appeal to your customers.
- Air cable TV ads in select geographic zones.
- Tie TV ads to consumers' online usage by including web or social-media links in your ads.
- Track the success of TV ads by offering referral surveys on your website.
- Design online ads that are mobile-screen-friendly, including the use of animation and rich media.
- Place ads on websites that contain news and information relevant to a specific area.

- Interact with customers through social media by providing incentives, such as coupons for “liking” the company on Facebook or retweeting positive news about the business.
- Carefully select keywords. Make sure the product name is included in the keyword phrases.
- Consider pay-per-click advertising in search engines to boost visibility and drive more traffic to your website.
- Establish a blog to give your company a voice and position it as a leader in its industry.





Resources

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