

MAKING SENSE OF MULTICHANNEL MARKETING



THE VOMELA
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WHAT IS IT?

Multichannel marketing refers to a highly personalized and adaptable approach to marketing which makes use of a variety of channels and media. The end goal is to capture an audience's attention in a unique and memorable way. The first step towards achieving that goal is identifying what that audience should look like.

As with most modern marketing campaigns, a multichannel marketing campaign focuses on making contact with only the most relevant consumers. When it comes to engagement, quantity rarely equals quality. Time and resources are much better spent on a smaller contingent of highly qualified leads. Nobody knows your target audience better than you, and it's up to your company to define the "ideal customer."

HOW IS IT USED?

Here are some examples of the way The Vomela Companies use Multichannel Marketing to help customers achieve their goals.

Associations - We help association member engagement initiatives by providing personalized, systematic online & direct mail touchpoints.

Colleges - Using sophisticated data, we create localized campaigns for student recruitment and alumni relation efforts.

Hospitals - Through Elk Grove Graphics' HIPAA and SOC II Type I certifications, we help create personalized healthcare experiences through custom patient connections.



SO WHY MULTICHANNEL?

Today's consumer is picky. Between flashy banner ads, spam emails, and colorful billboards, they've become numb to traditional marketing efforts. This oversaturation of advertising has spawned a new school of thought in the marketing world. Sometimes called "content marketing" or "inbound marketing," it focuses on providing value to only the most qualified and relevant consumers (and leaving everybody else alone).

Multichannel marketing works off this same concept. Through a variety of different channels, this approach aims to deliver valuable content to the people who want to see it.

That's another reason multichannel is valuable – today's consumer is smart. When they see an email they like, they'll check out your website. If they see something they like on your site, they'll make a call or a visit. By the time they're standing in front of your product or service, they've already decided whether or not they'll purchase it. The purpose of multichannel is to give them as many opportunities as possible to embark on that buyer's journey.



MULTICHANNEL TOUCHPOINTS

Though no two multichannel campaigns are the same, the elements they're made up of usually fit into the following categories:



Internet

Whether it's a landing page within your current site or a separate custom-built and personalized microsite, a digital destination is a must for any multichannel campaign. Consumers want information quickly and easily, and there's no better place to accomplish that than online.



Email

There are two sides to this coin. Done correctly, email can be a valuable touchpoint that engages a large contingent of customers while using few resources. Done incorrectly, it can come off as spam and hurt your brand. As long as you're focused on providing qualified customers with something of value, you're on the right track.



Direct Mail

Believe it or not, physical mail is on the rise. Many companies have turned to email as their main source of marketing, and consumers' inboxes have become saturated with low quality information. Direct mail is making a comeback because it creates another touchpoint that consumers aren't necessarily used to. Also, the resources necessary for a direct mail campaign (printing, automated mailing, bulk purchasing) represent an investment in the customer that doesn't exist with an email campaign.



Print Advertising

Though they're visible to everybody, print advertisements don't need to appeal to everybody. They should still focus on your target audience, and they should adequately represent your brand. That means high quality signage with high quality content. Multichannel marketing is all about creating subtle reminders that you exist, and print advertising is a great way to send potential customers in the right direction.



A good multichannel marketing campaign makes the consumer responsible for choosing their medium. Some will respond better to physical reminders, while others get most of their information digitally. The more touchpoints you can cover, the better.

CHALLENGES OF MULTICHANNEL

● Complexity

The more channels you're working with, the more complex the campaign is going to get. Between creating customized content, designing graphics, printing physical offers, and mailing materials out, there are a lot of variables to consider. When embarking on a multichannel campaign, be realistic about whether the resources at your disposal can adequately handle the complexity of the effort.

● Coordination

Though there are multiple channels, they shouldn't act independently. Make sure that there isn't too much overlap in the content or timing of your touchpoints, or you run the risk of over-selling to the qualified customer base and scaring them off. Too much contact creates annoyance, too little loses momentum.

● Big Data

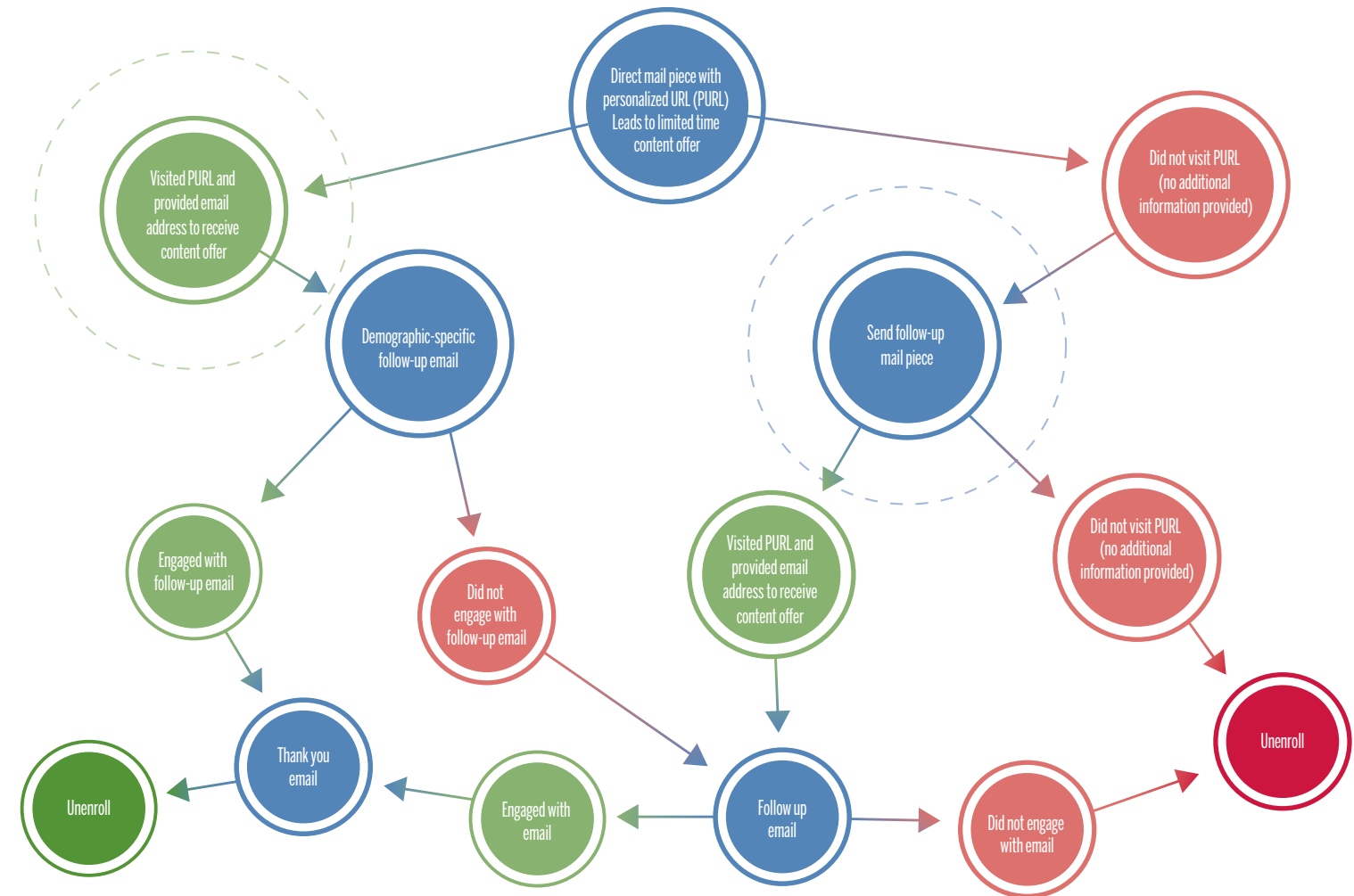
A lot of channels means access to a lot of data. In order to leverage it effectively, you need to:

1. Possess the ability to capture data.
2. Understand how to interpret data.
3. Use data analysis to inform future decision-making.

Like every other step in the process, data analysis can be a complex and coordination-heavy effort. However, those efforts pay off exponentially down the road in the form of smart, data-driven strategies.

MULTICHANNEL IN ACTION

Here's an example of what a basic multichannel marketing campaign may look like:



MOVING AHEAD WITH MULTICHANNEL

There's no "one size fits all" approach to a successful multichannel campaign. If it was that easy, everybody would be doing it! For as many challenges as they present, multichannel campaigns offer exponentially more chances for success. The key is utilizing your industry knowledge in a way that the competition is not.

As complex and resource-hungry as multichannel campaigns can be, you don't need to take them on alone! The Vomela Companies represent a unique blend of services that cover all the bases of a successful multichannel campaign. Whether it's printing, direct mail services, or digital campaign management, we have the tools and experience to help you engage with your target audience – online and offline – in a more personalized way than ever before.



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