

CROSS MEDIA INTEGRATION WHERE ARE YOUR TARGETS AND HOW DO YOU APPROACH THEM?



UNDERSTANDING THE COMPLEXITY OF AVAILABLE ROUTES TO MARKET.

Over the past 10 years or so the marketing and advertising industry has expanded dramatically with businesses now being able to take themselves to market in more ways than ever before. This is especially apparent in the on-line sector where new applications such as Twitter, YouTube and Facebook are popping up on a nearly daily basis.

This is great in some respects as businesses now have an almost endless choice of media options to spend their budgets on (some cheap, some not so) but in turn this has also created a hugely segmented market place and knowing which media to implement and how to approach your targets (or indeed finding out where they are in the first place) is becoming a real art.

It has been shown time and time again that the best way to approach a target in today's over-crowded marketplace is to use a range of media options and hit a potential client from many different angles, not just one.

Our Cross Media Integration process focuses on combining target research with the best available on and offline solutions before integrating them into an overall brand strategy with a view of offering both short and long term results.

The following pages will give you some idea as to the complexity of the problem but also how you can start un-ravelling the issues that businesses face with their marketing activity.

“Half the money I spend on advertising is wasted,
and the problem is I don't know which half.

- Lord Leverhulme (British founder of Unilever)

Cross Media Integration

A brief overview.

○ Soft Sell Marketing

- White papers / articles
- Newsletters
- Blogs
- Seminars
- Social media (twitter, facebook, etc)

Advantages:

A soft sell strategy focusses on releasing a large amount of interesting facts and information about your company services or industry and over a vast area of the market. (typically online) This is generally done over a considerable length of time and is designed to get a steady following of potential customers which are interested in your area of business and who will ultimately start to perceive you as the market leader in your field. It's all about getting your name out there. By flooding the internet with such information your website will also go up in the ranking (provided you create links to your site)

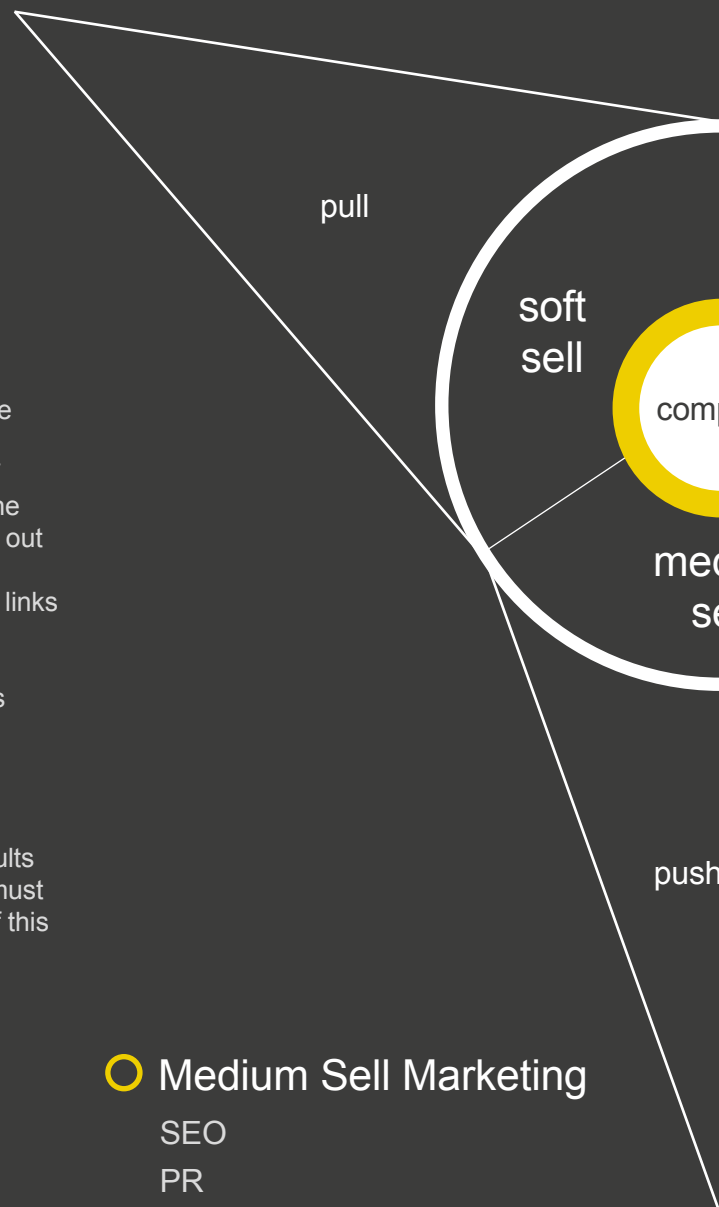
Soft selling is a relatively inexpensive method to market as most of the work can be done in-house.

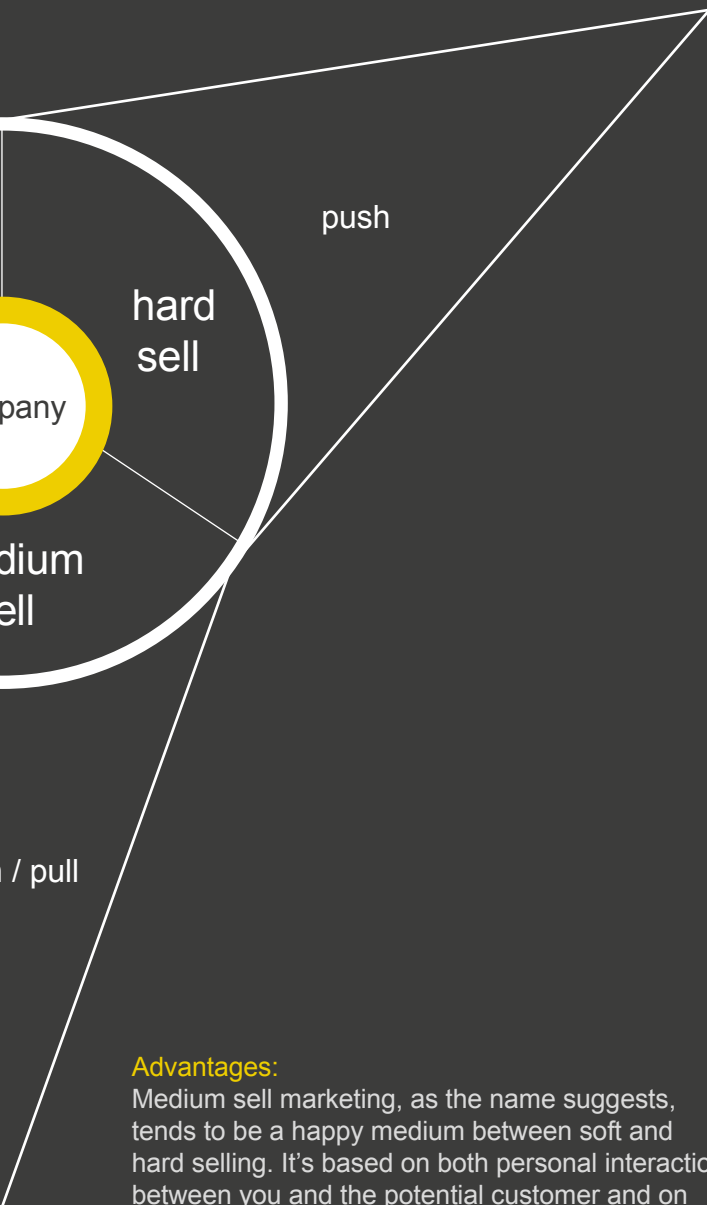
Disadvantages:

This is a long term sales structure and actual financial results may take some time to achieve. In-house time and effort must also be taken into account. Measuring the effectiveness of this type of marketing can be difficult as well.

○ Medium Sell Marketing

- SEO
- PR
- Exhibitions
- PPI
- Networking
- Online / Viral Advertising





○ Hard Sell Marketing

TV
Radio
Print / press
Direct mail
Telesales
Email
PPC

Advantages:

Hard sell marketing typically relies on highly targeted, direct approaches and therefore reaches the core audience quickly and most effectively. This in turn results in a quicker return on investment and increased sales. It's also a very effective way to launch a new brand on to the market and gain instant recognition. Results are also relatively easy to measure making it easier to highlight what particular medium is working well or spot holes in the strategy.

Disadvantages:

This approach to marketing can be (or become) expensive depending on what types of media are used. In the vast majority of cases, professional help from a design / advertising agency will also be needed to produce an effective campaign.

Advantages:

Medium sell marketing, as the name suggests, tends to be a happy medium between soft and hard selling. It's based on both personal interaction between you and the potential customer and on providing them with the information they need to buy into your products / services. Done correctly this can be more cost effective than hard selling and should create a decent return without the wait of a soft sell.

Disadvantages:

Like a hard sell this approach can be expensive depending on the media used. It can also be less targeted than a hard sell.

DEFINING, SEGMENTING & UNDERSTANDING YOUR TARGETS.

It's vital to the overall strategy and choice of implementation methods that you understand exactly who your targets are and more importantly how they should be approached, how they can be reached and what they will ultimately respond to.

You should start by segmenting your desired targets into separate categories in order of importance. This can be done by looking at your current clients, (ie. which are most profitable or easy to maintain), the markets that could provide the most profit or which targets are easiest to approach, etc. How you do it tends to be business-specific and therefore a set answer can't be given. But you will find that the more you look at your current business and client structure, the more obvious and clear it will become.

Once you've identified your targets you need to look at the potential decision makers that are involved within the sales cycle. This will ensure that you not only know which people you need to speak to, but it will allow you work out how they can best be reached before creating strong arguments and communication structures in order to convince them.

BUDGET ALLOCATION.

Although talking about budgets and money right from the start can be difficult, it is very much the first step towards devising and implementing a successful marketing strategy as it will go some way to show you what you can and cannot afford.

Always make sure you try and stick to your budget. If you feel you will need more money then maybe you need to re-visit your strategy, start off smaller or roll your campaign out slowly and generate more finance as you go along to supplement your initial budget.

Because marketing is not an exact science ALL marketing strategies carry a certain risk and throwing more money into something that may not work could only end in disaster. Therefore you should try and minimise this risk as much as you can from the start, monitor your results and find out what's working well and what's not.

STRATEGISING THE ROUTES TO MARKET.

Having defined your target groups it's time to really put yourself in their shoes and think how and where you would like to be approached if you were them. This is key. If you don't look at your marketing from a client's point of view you run the risk of approaching them with sales messaging that either doesn't address their needs or talks to them at the wrong time or place and hence the chances of them being receptive will be greatly reduced.

You should split your overall budget and look towards researching the implementation methods that should ultimately provide you with the highest returns for each part of the budget.

A project time-line should then be set up outlining each part of the production and implementation process ensuring that the right amount of communication reaches its targets within the correct medium.

EXECUTION & MONITORING.

Only after the strategies have been finalized and all parties involved are happy with the outline of the project should you start with the conceptualisation, design and production process.

Once the project or campaign is up and running test and monitor the results or response rates whenever possible and as often as possible. This will indicate which parts of the strategy are working particularly well and could be repeated or it could highlight certain problem areas within the process that need to be addressed or removed.

NB: Please note that this document ONLY addresses the basic problems that companies can face when choosing the right media for their marketing initiatives. It does not address other vital steps in the marketing process such as sales messaging, design, etc.

SOME USEFUL TIPS FROM 25 YEARS OF EXPERIENCE.

Don't email market your potential clients unless you want to be totally ignored. It may be cheap but its annoying and the vast majority of people dont respond.

When cold calling try to use multiple methods to warm up your potential client and think about what they are going to do after the call.

Think about what you want to say at each point of contact. If you repeat yourself time and again it will be boring. Therefore you should aim to have a number of different messages that build into a core idea or thought.

Depending upon the target think about how long the sales process takes or how many steps you'll need to convince them. This will again give you some idea of where you should be placing key messages.

If considering social media marketing make sure you have a strategy in place and have something decent to say. There are a huge amount of people trying to use social media to make a noise but only the few will get heard.

Be Different! People buy the difference. If two companies provide the same thing and at the same cost, then the difference is all that makes you stand out.

Plan, plan and plan again. The more time you take to think and plan and the better you understand your audience the more chance you'll have of success.

Always, always remember it isn't about you. Your potential client has an issue that you can solve. Tell them how you can help them, NOT how good you are.

If at first you dont succeed your strategy is wrong, not your product or service. Sit back and think again.

FOR MORE INFORMATION

If you would like more information about our CMI Marketing Programme or any of the services we offer, please contact our Marketing Director, Cliff Findlay on +44(0)20 33 56 96 56 or visit our website www.latitudesolutions.co.uk



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