

What Is Digital Marketing?

and how do you use it as part of your overall marketing approach?

Digital marketing encompasses website and online content, SEO/SEM, display advertising, social media, email marketing, and more—offering far-ranging benefits for organizations of all sizes.



Who Should Use It?

Every organization will have different goals, but most leverage digital marketing as part of an overall strategy to achieve growth by reaching more consumers and compelling them to purchase.



Why Use It?



It's Affordable

A digital marketing budget is entirely dictated by your needs, and you have complete control over how much you spend.



It's Targeted

Allows you to target and hone in on the customers you want based on specific demographics, behavior, interest or geographies.



It's Personal

Serve up personalized ads, 1:1 emails, and dynamic website content to create an individualized experience for your customers.



It Works

Using digital platforms to automate activities, you can nurture leads with retargeting, email and more, leading to 50% more sales at a third of the price of using traditional methods alone.¹



It's Sticky

Search ads are one thing, but with retargeting, you can reinforce the strength of your brand with ads only visible to people who have visited your site or have interacted with your content.



It's Relevant

Find your next customer with responsive ads, personalized emails, and webpages on desktop, laptop, tablet, or mobile devices.



It's Measurable

Track performance in real time. Keep an eye on impressions, open rates, click through rates, conversations rates, cost-per-lead (CPC), cost-per-action (CPA) and adjust creative, copy and more within moments.



It's Complementary

When you combine digital tactics with traditional direct mail, print, display, content and event marketing, you're more likely to maximize your profit potential. According to research from Swrve, an integrated multichannel marketing program can deliver revenue uplift of 15%-35%.

Sources: ¹ [Marketo](#)

Where Do You Start?

To start, carefully consider your goals. What are you trying to achieve with your digital marketing efforts? Your answer will help you focus on the content to create, the assets to build, and help you establish some success metrics so you can assess the effectiveness of your programs.



Brand Awareness

I want more people to know about my brand, products and services.

Get reach with:

- Paid media
- Social media
- Content placement

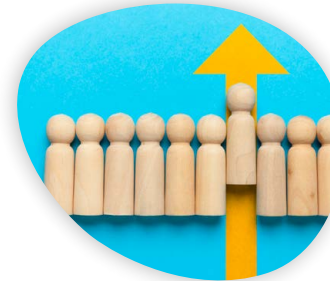


Lead Generation

I want to reach people who've never bought from me before and bring them into my buyer's journey.

Get conversions with:

- Retargeting
- Email marketing
- Channel / Partner marketing
- Direct mail / EDDM®
- Offers and promotions



Growth from Existing Customers

I want people who've already bought from me before to buy more frequently or buy a different kind of product.

Grow revenue with:

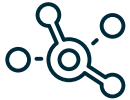
- Offers, promotions and reminders
- Discounts for follow on purchases
- Loyalty messaging and rewards
- Email marketing
- Direct mail
- Point of purchase discounts

Our Team & Capabilities



1:1 Strategic Support

Take your ideas to the next level, keep your project on track, and put it all in motion with a go-to partner with 20 years of experience executing local digital marketing experiences with multi-location organizations across various industries and sizes.



Multichannel Power

Reach your audience where they are with an integrated campaign by pairing digital with direct mail, EDDM®, print and other more traditional marketing tactics.



Prescriptive Campaigns

Tap into prescriptive campaigns and benefit from a buttoned-up strategy and an execution arm, speeding time-to-market and reducing local effort.

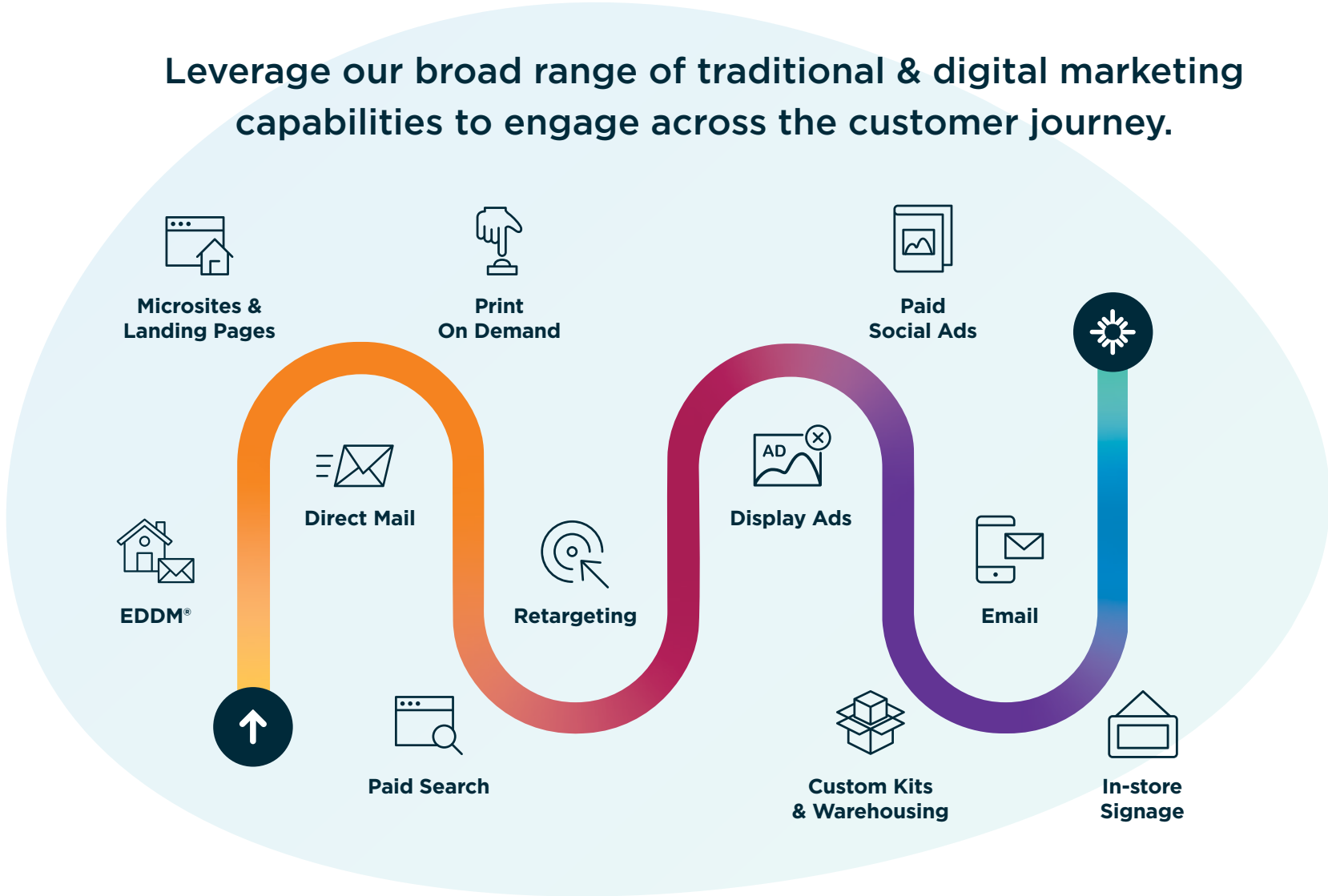


Intuitive Platform

OneTouchPoint's platform, U.Connect, lets you take control of your brand by giving marketers access to a turn-key multi-location, multichannel marketing solution in one place—for digital marketing, print on demand, signage, direct mail, promotional items, custom kits, and more.

Our Services

Leverage our broad range of traditional & digital marketing capabilities to engage across the customer journey.



Supporting You Play By Play

We know that digital marketing strategy requires intense planning as well as constant management, optimization, and evaluation to be effective, consuming resources and time that many brands and locations do not have—so we want to make it easy. The table below shows our recommended plays — from getting started with digital to a full-court multichannel press.

Get started with:



Always On

If you're not doing digital marketing, "always on" programs are where you start. These are generally paid search and digital ads that continuously build local brand awareness to drive customers to defined destinations like your website or landing pages.



Keep 'Em Coming

Once you've established your baseline "always on" digital programs and are monitoring performance, if budget permits, add retargeting and paid social ads to target more prospective customers and...Go



Look Local

Your digital and social ads are performing, now what? Try adding Direct mail and/or an EDDM® offer to capitalize on your local area. Include local content and offers that resonate with consumers who live in your area.



All Out

Push out a local, multichannel approach to keep all of your bases covered integrating digital and social ads and offers, signage, kits and email communications all tied to your location or campaign theme. Multichannel campaigns drive 28% higher response rates² and 15%-35% more revenue than single tactic campaigns alone.³



Smarter Social

Optimize your social media campaign strategies—we'll build, manage and post—then analyze and adjust. We can also help monitor and respond to socials posts—good and bad—to let your customers know you're listening and to keep your brand reputation in tact.

Sources: ² DMA, ³ Swrve

Plays at a Glance

Tactic	Always-On	Keep 'Em Coming	Look Local	All Out	Smarter Social
Display Ads	X	X	X	X	
Paid Search (PPC)	X	X	X	X	
Retargeting		X	X	X	
Social Advertising		X	X	X	X
Localized Social Media Content Creation				X	X
Print On Demand				X	
In-store Signage				X	
Custom Kits				X	
Email Campaigns				X	
EDDM® (Every Door Direct Mail)			X	X	
Direct Mail			X	X	

Always On

Continuously build local brand awareness to drive customers to defined destinations via digital channels.



Goal(s)

- Increase awareness, through local messaging to a broad audience
- Drive in-person and online traffic for increased sales

Tactics

- Display advertising
- Paid search (PPC)

Analytics

- Digital metrics
- Track online / call-in orders

78%

of location-based mobile searches **result in an offline purchase.**

Source: SEO Tribunal

97%

of consumers go online to find and research local businesses.

Source: Blue Corona

66%

Google data shows that **66% of people want ads customized to their location.**

Source: Google

Keep ‘Em Coming

Once your ‘Always On’ program is established, add additional social and digital advertising tactics to increase brand awareness, serve targeted messages and keep your brand in front of consumers who have already interacted with your brand.



Goal(s)

- Target consumers who have shown an affinity for your brand
- Reinforce brand awareness through targeted, local messaging
- Drive traffic into stores
- Localize national campaigns to be more effective

Tactics

- Retargeting
- Paid social ads

Analytics

- Digital metrics
- Engagement metrics via social channels
- Track online / call-in orders

50% & 42%

Social media is the most relevant advertising channel for **50% of Gen Z and 42% of millennial.**

Source: Adobe

75%

75% of marketing leaders report that **social is generating ROI.**

Source: Salesforce (State of Marketing)

Look Local

After your ‘Keep ‘Em Coming’ programs are established, add localized print to your digital strategy. Marketing has shifted to the local level. Empower local teams to leverage creative offers, and cost-effective channels drives new and repeat customers into your locations via specific location-based messaging, discounts and offers.



Goal(s)	<ul style="list-style-type: none"> • Increase awareness, through local messaging to a broad audience • Drive in-person and online traffic for increased sales
Tactics	<ul style="list-style-type: none"> • Direct mail • Social media advertising • Every Door Direct Mail (EDDM®)
Analytics	<ul style="list-style-type: none"> • Track online / call-in orders • Digital metrics • Track via coupon codes and/or call tracking • Test with stores and monitor traffic

118%

Studies show campaigns that **paired direct mail with digital ads saw 118% higher response rates** than those that only used direct mail.

Source: Merkle

Multichannel Campaigns Drive...

28%

Higher response rates

Source: DMA

9.5%

Multichannel

vs

7.4%

Print only

All Out

Consumers want to choose how, when and where they engage with brands. Having a cohesive strategy that consistently leverages all channels is a best practice for national and local marketing teams. Happy, engaged and informed customers lead to increased ROI.



Goal(s)

- Increase awareness of locations / offerings
- Engage with customers 1:1, in their preferred channel(s)
- Increase retention / repeat customers / drive sales / ROI
- Manage reputation

Tactics

- Direct mail / EDDM®
- Paid search (PPC)
- Display ads
- Retargeting
- Social media content management
- Social advertising
- Print on demand
- In-store signage
- Custom kits
- Email

Analytics

- Track online / call-in orders
- Digital metrics
- Track via coupon codes and/or call tracking
- Test with stores and monitor traffic
- Increase revenue, conversions, and sales
- Improved customer reviews and ratings
- Engagement metrics via social channels

2X+

Marketers integrating all channels are **more than twice as likely to report higher marketing effectiveness** vs those using fewer channels and less integration.

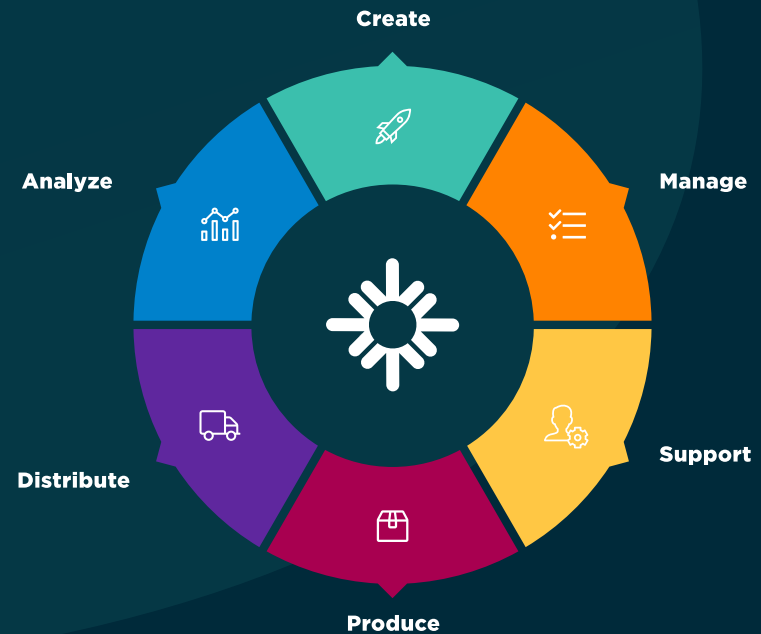
Source: Heinz Marketing

More About OneTouchPoint

One Partner for the Flawless Execution of Modern Brand Programs at Scale

OneTouchPoint helps brands and organizations marry form and function with beautifully-crafted marketing assets, produced at scale with purpose-built technology, a full suite of digital marketing capabilities, and managed services for the marketing supply chain.

Fortune 500 companies choose OneTouchPoint as a single-source provider to elevate their brands, increase margins, and speed time-to-market.



Learn more about how OneTouchPoint can help you deliver a flawless brand experience—combining unparalleled responsiveness with the market power of a single-source supplier.

Visit 1touchpoint.com or email info@1touchpoint.com

ISO 9001:2015 Certification | HIPAA Compliant | G7 Master Certification | SOC 2 Type II Certification

