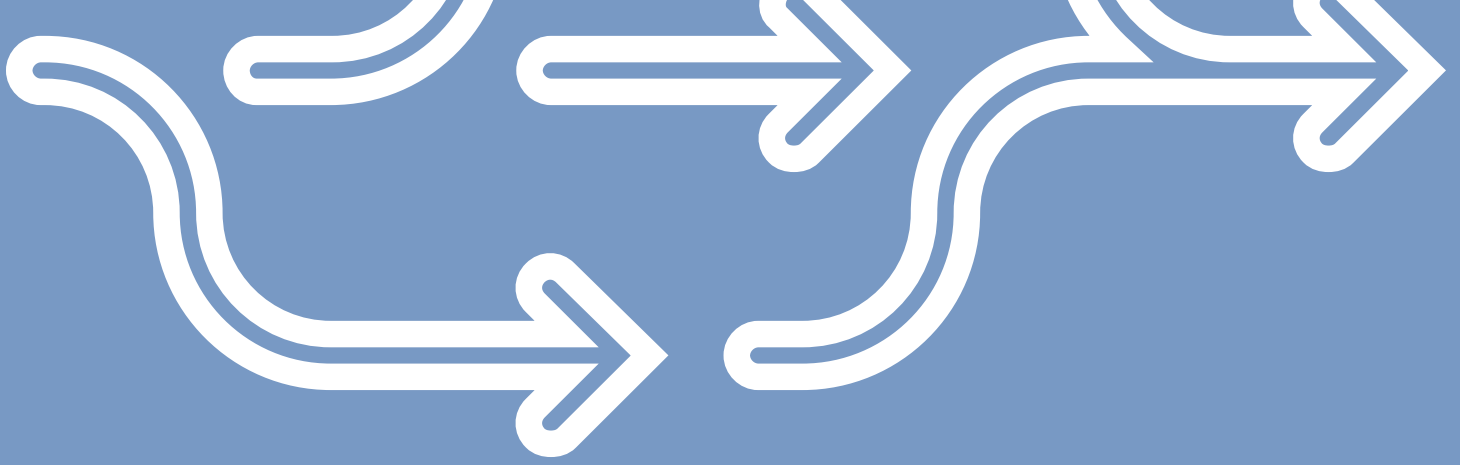


How to Reboot Your Marketing

A guide to integrated marketing and exceptional
customer engagements





How to improve your end to end marketing.

There have been a lot of changes to the marketing landscape over the last year. Many marketers, like you, are taking the time to reassess their marketing strategies, technology, channel performance, and supplier relationships. It is a big undertaking, and we are here to help.

End to end marketing refers to everything involved with the production and distribution of brand experiences and customer engagements. This is in our DNA. We create, manage, and deliver everything from local digital campaigns to national direct mail, Every Door Direct Mail® campaigns, full print production, warehousing and promotional item fulfillment to large format signage for franchises and retail environments.

In this guide, we look at the importance of rebooting the key nodes of your marketing supply chain – digital, multichannel mix and the underlying technology that manages it all.

Start by getting the right mix.

When looking to reboot your marketing strategy, we often start with digital. Digital marketing is an essential tool in the marketer's toolkit, with 56% of companies reporting it will constitute their top area of spending this year. How well your digital marketing performs will either help, or hurt, many of your other brand channels, including your website, content marketing efforts, inbound tactics, and even your more traditional marketing efforts like print and events.

Creating a multichannel digital marketing strategy starts with taking inventory of what you have, what you need, and looking for where brand consistency issues arise.

How many digital properties do you have? You are probably thinking about your website. Do you also have landing pages, digital ads, social media channels? Don't forget about all of the email marketing—nurture campaigns, auto-responders, billing, renewal, and product notifications. Do you offer product documentation—is that digital, physical, both?

Planning a marketing strategy that accounts for each of these touch points, one that ensures brand consistency while measuring efficiency and performance, is step one to a successful reboot of your marketing.

To start, you should consider the goals of your digital marketing efforts. This will help you focus on the content you need to create and the assets you need to build.

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 bring new people who've never bought into my buyer's journey."

→ Get conversion with:

Retargeting
Email Marketing
Channel & Partner Marketing

CUSTOMER GROWTH



"I want people who've already bought from me to buy more frequently."

→ Grow revenue with:

Offers and promotions
Post purchase & POS
Loyalty Messaging & Rewards

At **OneTouchPoint**, we specialize in delivering digital marketing for multi-location businesses.

We can help you reach your marketing goals by creating digital content that is localized and on brand.

Paid Search

Promote your brand, locations and offers by bidding on strategic keywords; drive visitors to your sites and stores.

Retargeting

Keep your brand at the forefront and increase brand awareness (as well as ROI) by focusing advertising spend on consumers that have already indicated an affinity of your brand.

Display Ads

Promote your business using Dynamic Display Campaigns with audience profile and geographic targeting or use data match display to supplement other customer connection marketing efforts.

Microsites & Landing Pages

Add a microsite for each location to capitalize on local SEO and “near me” searches. Personalize and publish microsites or landing pages as needed and capture generated leads for additional follow up.

Social Media Advertising

Create and manage social media ads to drive leads and create awareness about your brand leveraging paid social media.

Reputation & Social Media Management

Post brand compliant, localized social media content automatically to affiliates' Facebook, Twitter and Instagram accounts in realtime. Easily monitor and respond to what customers are saying and survey customers for additional positive reviews.

Email

Communicate via brand email templates with customers at the brand or local level anytime; track performance and engagement.

Reporting & Analytics

Measure interactions throughout the customer journey to see what works and what doesn't.

But we know it's not just digital.

While digital marketing continues to see the most growth in terms of overall percent of marketing spend, a truly successful marketing reboot must span multiple channels—reaching your audience where they are, across a number of mediums.

Arranging your marketing channels to work in parallel, all supporting the same brand message, campaign theme, art and content, whether online or in print, direct mail, or merchandizing, has been shown to be twice as likely to positively impact customer behavior.

Consider making Direct Mail and EDDM® a centerpiece of your B2C multichannel marketing mix. Direct Mail and EDDM® mailings continue to out perform their counterparts when joined with a broader multichannel campaign. In fact, according to research from Swrve, an integrated multichannel marketing program **can deliver revenue uplift in the range of 15-35%.**

Identify your multichannel campaign goals

Are you trying to increase brand awareness as you enter a new market? Are you trying to drive more traffic to your website or promotion?

Identify the best marketing channels to reach your goals

To increase sales in a specific geography, to grow your in house list of marketable contacts, or to nurture existing contacts down the buyer's journey, each will have marketing channels that reach the right audience at the right time.



Map out the timing

Are you announcing a time-critical opening or reopening? Timing the offer and when people will get it, is key.

Design your assets and keep localization in mind

Be creative and convey your brand. If you are personalizing content—names, maps, locations, phone numbers, social pages, etc.—make sure the piece is built to accommodate all of the detail. And makes sure the call to action (CTA) stands out.

Create your mailing list

Are you planning to target specific zip codes or regions? If so, an EDDM mailing may be optimal (and the most affordable). If you are reaching out to loyal customers, you'll want to make sure your list is up-to-date and accurate. Looking to target specific demographics, or have a more niche business? List Rental can ensure you are targeting the right people for your business.

Define success metrics

Success metrics can be unique page views, clickthroughs, conversions from offline sources and online sources, comments and social shares, total leads generated, won business, etc... Finding the right key performance indicator (KPI) at the outset will help you optimize the campaign and each channel's contribution to reaching your goal.

Prepare your (sales) team for launch

Make sure the necessary teams are informed. From assigning who will handle new leads or inquiries to training staff on how to track offer redemptions, you want all hands on deck and up-to-speed to make the campaign a success.

Launch campaign—then track & refine

Launch your campaign, and then review and monitor your pre-determined metrics to evaluate the results and help refine your marketing strategy for future campaigns.

And it takes technology to bring it all together.

Knowing what to create is one thing, getting the content in the hands of your marketers is another. Creating and distributing marketing materials, digital or physical, to multiple locations, channel partners, and publishers is where the rubber meets the road. Each node on the marketing supply chain introduces challenges to brand consistency.

With hundreds or even thousands of your assets floating around out there, keeping them organized is essential. Whether you are rolling out a seasonal campaign or coordinating a product release, each person in the marketing chain needs access to brand assets and approved templates—ones they can customize to their needs and local region.

Assessing your current marketing supply chain is a good way to identify the weak links.

Your assessment should ask questions like:

1. What types of digital assets do you have (photography, videos, sales presentations, signage, point of purchase displays, etc.)?
2. Do you collaborate with outside parties to create digital content (agencies, partner networks)?
3. What is the approval process after a new asset is created?
4. Where are your assets stored (google drive, dropbox, email, digital asset management)?
5. Do you manage digital assets for multiple locations, business units, or brands?
6. How often do you need to recreate or repurchase assets? If so, How does procurement process cost center chargebacks?
7. How are you storing email assets, and how many different email and marketing automation platforms does your company use?

Whether you are struggling with brand consistency across all of the various marketing channels, or require warehousing for physical inventory, like displays, signs and product inventory, leveraging a single platform to manage it all can help.

It lets you take control of your brand by giving you a turn-key multi-location, end to end marketing solution—to power the entire marketing supply chain.

Localized Marketing Execution

- Email templates
- Banner and display ads with variable customization
- Transactional emails
- List rental and EDDM
- Paid media integration and budget automation
- Brand compliant campaigns

Brand Asset Management

- Variable data templates
- Asset Management
- Point-of-Sales displays
- Logos & brand assets
- Traditional & digital media assets
- Custom kits

Warehousing & Fulfillment

- 3PL integrations
- On-demand kits
- Shipping and shipment tracking
- Inventory management and alerts

Brand Control

- Ensure legal & HIPAA compliance on assets
- Centralized brand hub
- Manage user access across your organization

Financial Controls

- Budget and cost center controls
- Invoicing and payment processing
- Automated bid and sourcing
- Flexible coop dollars & MDF funds

Print

- All things print
- Print on demand
- Variable print
- Wide Format
- Commercial quality
- High capacity



Ready for a reboot?

We hope this guide has given you some insight into how to (re)activate your brand for the future—regardless of the changes in the marketplace that are still yet to come. By getting high value creative assets into the hands of your field marketers, sales teams, retail locations, partner channels and the like, you can improve your marketing performance and your return-on-investment.

By building a responsive marketing supply chain, one that can quickly respond to your marketing needs, you can respond faster to changes in the marketplace, increase sales, and improve service levels by keeping your marketing inventory at the ready, and at your fingertips.

OneTouchPoint brings nationwide technology, services and commercial printing power when and where you need it. We offer an unmatched range of capabilities to execute your brand communications and marketing promotions, from wide reach digital and local marketing campaign execution to one-to-one fulfillment of sample requests and post-sale branded materials.

Our U.Connect platform, backed by a staff of domain experts, serves as a single pane of glass to manage your brand and marketing supply chain—from digital asset management and localized brand experiences to cross-channel and off-the-shelf to online.

Schedule a demo today!

We'll show you the power of an integrated local marketing platform.



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