

THE FULLY INTEGRATED CAMPAIGN

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IDENTIFY
NEED

The first question you must ask is what are you trying to solve, what is the problem the customer is facing? And can you help?

DEFINE
SOLUTION

Next, how can you help? What products or services can you deliver that will help your customer overcome their challenges?

BE
DIFFERENT

You need to stand out from the crowd. What makes your solution different from the competition? And why does the customer care?

YOUR MESSAGE(S)

A Finance Director has different priorities to an IT Director. Segment your audience through CRM and define relevant targeted messages for each different job function.

CRM



SOCIAL

Control Social Community for your business and products. This will provide a platform for communication and an engaged, relevant audience.

Use your social channels. Using Twitter with responses, updates and blogs that will increase engagement and give you more time to focus on work.

Use your company Twitter account to do your employees' LinkedIn accounts, suddenly your reach has multiplied. Also, when you communicate such as articles, offers to post your users and look to increase engagement.

Send messages throughout the campaign and be sure to respond to any queries, comments or feedback. By different times of the day to capture your audience.

E-MARKETING

Lead time is piling up. Accounting software is a pain. Deliver a solution that will help your customer overcome their challenges.

Make your own content and use a content calendar to plan your content. Here are a few email marketing tips for free.

Use content in campaigns with email, social media and your website.

CRM

ONLINE

Experiment with PPC activity through whichever medium works best for your demographics. I have had success using LinkedIn, LinkedIn Ads, Facebook and Twitter.

Use Search Engine Marketing by using your customer's name or marketing channels to find your site by searching a specific keyword. This can be promoted through Ad Marketing and even advertising.

Write thought leadership pieces on the challenge you are trying to solve and publish them as blogs. Use the blogosphere to provide the content on relevant sites for your audience. For example, the blogosphere will probably end up as an important source of content strategy that your brand owns and publishes.

PRINT

Direct mail is making a return and it's a proven proposition that works in the B2B and B2C. Personalise your Direct Mail and make it impactful.

Direct mail is usually the most expensive part of an integrated strategy. Don't overlook the effort and value by using cheap printers and materials. Quality and ingenuity is rewarded by the audience for the right reasons. So just do it properly, avoid cheap design and get it re-templated or at the very least.

Integrate your CRM with your other marketing efforts. Use CRM leads to the mail piece and provide clear calls to action for higher media engagement.

LANDING PAGES

Landing pages are key to the success of the campaign. Ensure they are targeted and relevant to the audience. A campaign should have multiple landing pages based on the person viewing them. Ensure you have a clear call to action and link it back to your social channels.

ANALYTICS

FORENSICS

FOLLOW UP

CONVERSION

Google Analytics will help you understand how your audience is engaging with your landing pages and online advertising, even in real-time. Providing you with the knowledge to continually improve your campaign performance.

Lead Forensic tools can provide you with actual contact information of the visitors on your landing pages and your website. By integrating these tools with your CRM, you can gain competitive advantage and pass your sales team real-time leads.

Whether this is via email, telemarketing or social media, the follow-up part of the campaign is absolutely vital to its success. You need a structured campaign follow-up programme that executed by people that understand the product and solution set.

Follow these steps and you will start seeing some conversions. Remember to log all conversions through your CRM system so you can accurately track your ROI.

Integrated Marketing Communications Campaign

Shasha Hu



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Table of Contents Integrated Marketing Communications Campaign

1. Understanding the eBook Integrated Marketing Communications Campaign
 - The Rise of Digital Reading Integrated Marketing Communications Campaign
 - Advantages of eBooks Over Traditional Books
2. Identifying Integrated Marketing Communications Campaign
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Integrated Marketing Communications Campaign
 - User-Friendly Interface
4. Exploring eBook Recommendations from Integrated Marketing Communications Campaign
 - Personalized Recommendations
 - Integrated Marketing Communications Campaign User Reviews and Ratings
 - Integrated Marketing Communications Campaign and Bestseller Lists
5. Accessing Integrated Marketing Communications Campaign Free and Paid eBooks
 - Integrated Marketing Communications Campaign Public Domain eBooks
 - Integrated Marketing Communications Campaign eBook Subscription Services
 - Integrated Marketing Communications Campaign Budget-Friendly Options

6. Navigating Integrated Marketing Communications Campaign eBook Formats
 - ePub, PDF, MOBI, and More
 - Integrated Marketing Communications Campaign Compatibility with Devices
 - Integrated Marketing Communications Campaign Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Integrated Marketing Communications Campaign
 - Highlighting and Note-Taking Integrated Marketing Communications Campaign
 - Interactive Elements Integrated Marketing Communications Campaign
8. Staying Engaged with Integrated Marketing Communications Campaign
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Integrated Marketing Communications Campaign
9. Balancing eBooks and Physical Books Integrated Marketing Communications Campaign
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Integrated Marketing Communications Campaign
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Integrated Marketing Communications Campaign
 - Setting Reading Goals Integrated Marketing Communications Campaign
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Integrated Marketing Communications Campaign
 - Fact-Checking eBook Content of Integrated Marketing Communications Campaign
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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