

# RIGHT

PEOPLE

PLACE

TIME

MESSAGE



Use Multichannel Marketing to Grow Your Business.

WHITE PAPER.



Advertising  
Specialty  
Institute®



Imagine you see an ad for a car on your favorite website, but you never see the ad anywhere else. You may remember it, you may not. What if you see ads for that same car company in a magazine, on a billboard and again while reading tweets? You're more likely to remember that company, and if you start shopping for a car, guess which brand you'll think of first?

You use the Internet, update social media and check email. You watch TV, drive on highways and receive mail from the U.S. Postal Service. By nature of living your life, you do all of these things, meaning they are all ways companies can reach you and market their products.

Your end-buyer prospects are NO different.

It's crucial to the growth of your distributor business that you reach potential customers in as many different ways as possible, which is known as multichannel marketing. Each way you market increases your chances of getting your message across to your ideal prospects. It helps you build your brand, create engagement and sell your products/services.

Your goal should always be to reach the right people in the right place at the right time with the right message. Let's dive in to see what you can do to beef-up your marketing plan and your profits using multichannel marketing.



## First Things First: What is Multichannel Marketing?

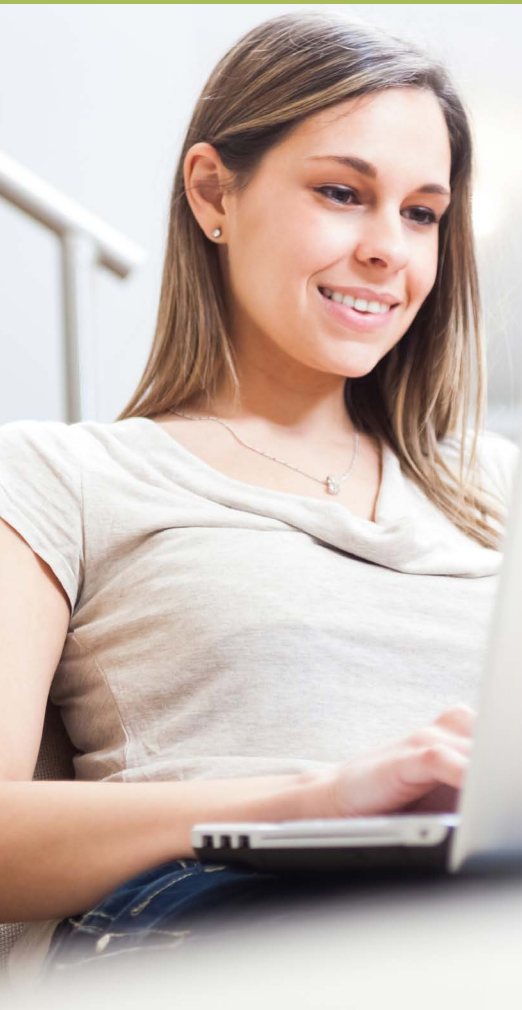
Multichannel marketing is the ability to promote your business to prospects and customers using a variety of print and digital media. Examples include:

- **Direct mail**
- **Email**
- **Mobile**
- **Web**
- **Video**
- **Magazines**
- **Catalogs**
- **Social media**  
*(Facebook, Instagram, Twitter, YouTube)*

**25%  
HIGHER**

## The best part is, it works.

Statistics from the Direct Marketing Association's Insert Council show that campaigns combining print and Internet yield up to 25% higher response rates than Internet alone.<sup>1</sup>



## The “Why?” Behind It:

### More customers.

As a distributor, you know that no two end-buyers are the same. Your customers have different types of businesses, personalities and needs. Just like you, they have preferred methods of communication and shopping habits. Some of them may do most of their shopping in catalogs; some online; others a combination of both. You need to make sure you are targeting ALL of your ideal prospects, regardless of what methods they’re using to get information. The more marketing channels you use, the more people you are going to reach. You’ll connect with even MORE end-buyers who could use your products and services.

### Brand recognition.

Jackie receives an email from you. Later, she sees a post from your company in her Facebook news feed. A week later, she checks her snail mail and finds a catalog with your logo imprinted on the cover. She immediately recognizes your company and decides to visit your website. Multiple points of exposure are the key to brand recognition.



## Engagement.

Getting your customers to take some sort of action, even if it isn't placing an order, is a win for your company and your brand. It can be something as small as getting them to "like" a funny video you posted on Instagram. You've engaged that person and made a connection with them in some way. If they need your services, they'll look into your company. If they don't, they might down the road, and you'll be one of the companies they think of.



In 2014, Ruffles potato chips ran the #RoughLife contest on Twitter. People could tweet about "rough" things that happened to them that weren't really that rough at all (like wearing two different shoes to a big interview).

Participants had a chance to win a gift card. Even after the contest was over, Ruffles

continued their campaign by tweeting their own #RoughLife situations. It's important to emphasize this campaign helped boost Ruffles' brand on Twitter and got people engaged even though it really had nothing to do with potato chips.



**67%** of online searches are driven by offline messages, and 39% of those result in sales.<sup>2</sup>

**WEBSITES**  
supported by catalogs can increase sales up to 163%.<sup>3</sup>

**58%**

of people look at catalogs as soon as they receive them. (Source: FGI Research)<sup>4</sup>

## Print and Digital are a Happy Couple

Print and digital are opposites in a lot of ways, but print brings out the good in digital, and digital brings out the good in print. To maximize ROI, put your marketing dollars into BOTH buckets.

Yes, people are busy, on-the-run and glued to their smartphones. In our 144-character world, we know digital works, and in one click a customer is visiting your website. But what type of customer are they? Will they buy a lot? Are they really interested? Study after study shows that print is still effective and actually helps to drive qualified, interested customers who want to make purchases from your website.

## Quick Case Study

The retailer Bonobos sent test catalogs to a group of existing and potential customers. Now, 20% of the website's first-time customers are placing an order after receiving a catalog, and they're spending 1.5 times more than customers who didn't receive a catalog.<sup>5</sup>



Make sure your website's address is included on ALL marketing promotions so potential customers can easily find it. Imprinting catalogs with your logo and Web address helps increase brand recognition and drives more ready-to-buy customers to your digital doorstep!

# It's Easier Than You Think: Build a Multichannel Marketing Plan

## Step 1

### Identify Goals & Budget

Decide what you want to accomplish FIRST. You need to determine your main goal to give your campaign a focus. You can have other goals (ex. sell more), but the focal point of your marketing will make your message clearer.

Is your main goal to:

- Increase brand recognition?
- Promote a sale or special?
- Target a specific event or holiday?
- Appeal to end-buyers in a particular industry?
- Attract first-time customers?
- Retain existing customers?

Next, determine what you expect your return on investment to be and outline a budget.

## Step 2

### Understand Your Audience

Every distributor should develop a vivid snapshot of their ideal buyer: age, sex, industry, location, etc. It will give you insights into the wants, needs and desires of your target segment. Gain a full understanding of their thought process and behavior, including where they get information, what type of media they use and when they use it. Then you can strategize which channels are the best to use and decide what types of messaging will resonate with that group.



# Step 3

## Develop Your Campaign's Frequency & Create It

Think about when and how often you'll be communicating so you can determine how many and what type of marketing pieces you'll need. Plan the ways your digital promotions overlap with your print and vice versa.

### Example – You *Can* Try This at Home

Say you want to mail clients a product catalog imprinted with your logo and contact information. Sending an email before and after the catalog mailing will help give your promotion an extra push! Incorporate social media posts to remind prospects to look out for the catalog. You can later email them a digital version of your catalog and mail them a postcard as a follow-up. This is a great way to marry print and digital marketing.



After you decide which media you want to use first, start creating your marketing piece. There are two distinct parts to every campaign: design (visual appearance) and copy (message). The right balance of visual with messaging is critical to having an easy-to-understand and memorable campaign with measurable results.



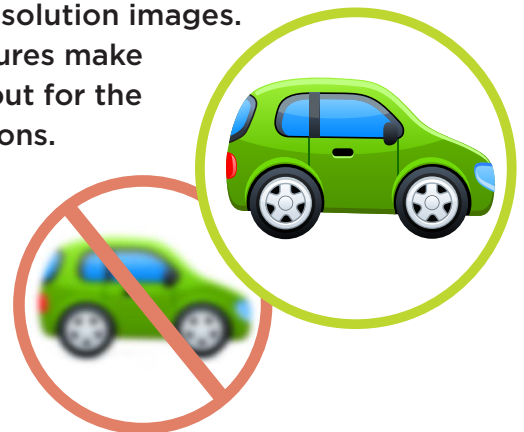
# REMEMBER:

The point of your marketing is to entice prospects to contact you to learn more. You don't WANT or NEED to show and tell them everything – tease them enough so they feel like they have to talk to you!

## Tips for Design

Try to develop a theme and use the same or similar imagery across all of the media you're using. The more creative, the better. Think about how you can adapt it to different media. Other tips:

- Use bigger fonts for your headline and call to action.
- Put something you want to call attention to in a burst.
- Put your logo on EVERYTHING.
- You don't have to use your logo's colors in your promotion. Contrasting colors make your promotion stand out.
- Don't be afraid to use symbols like big arrows to help direct the reader's eyes to where you want them to look first.
- White space is your friend. Stay away from clutter.
- Use high-resolution images. Grainy pictures make you stand out for the wrong reasons.



# WASH, RINSE AND REPEAT, REPEAT, REPEAT.

Multiple touch points are the best way to ensure your message is getting across. Part of why successful distributors CONTINUE to market is because they want to keep their products and company in front of end-buyers. By marketing yourself consistently, you are reminding end-buyers that you're the right choice for them.



## Tips for Copy

To come up with content, ask yourself some key questions: What do you want your existing customers and prospects to know about you? What is your unique selling proposition (what sets you apart from competitors)? What problems do your clients have that you can solve? Other tips:

- **Basic format includes a headline, subhead, body copy and call to action.**
- **Use action words.**
- **Be as concise as possible. A bulleted list of 3-5 points is preferred over blocks of words.**
- **Features are nice, but end-buyers will choose you because of your benefits, like saving time, saving money, etc.**
- **Write a powerful call to action. Don't just list your contact info – tell the prospect exactly what action to take. "Email abc@abc.com to start saving today!"**
- **Consider getting a special phone number or creating a special email address for your promotion. It will make it easier for you to track your response rate.**
- **Include a sense of urgency: "Act now!" "Call right now!" "Hurry!"**
- **Try to include an offer, no matter how small, on every promotion.**
- **Put your Web address and tagline on everything you possibly can.**

Use the promotion you created and adapt it for different media. Turn your email into a postcard. Take the headline and call to action and post it on your Facebook page. Make a video. The opportunities are endless.

You want your campaign to have a similar look and message, but it doesn't have to be exactly the same across the board.

# Step 4

## Measure Response and Change It Up

Find out what type of return on investment you're getting. If you used a special email address or phone number throughout your campaign, you should be able to easily determine if prospects responded. Look at the open rate on your emails and your overall phone calls, emails and sales.

Make adjustments to improve your response rate. Sometimes changing a background color, swapping a headline or rewording the call to action can make all of the difference.



## It's a Wrap

Print is not dead. Digital isn't the only way to market. Multichannel marketing is effective because it reaches the right people in the right place at the right time with the right message. Just like any other marketing, it takes a little planning, but the ROI makes it all worth it. Now that's marketing at its finest.

**Let us help you develop a tailored multichannel marketing plan.**

Visit [www.asimarketingservices.com](http://www.asimarketingservices.com) to learn more about how catalogs can marry perfectly with digital promotions.

## Sources

- <sup>1</sup> “Combining Channels: Print and Digital,” Cockrell Enovation, <http://www.cockrellnovation.com/combining-channels-print-and-digital/>.
- <sup>2</sup> “iProspect Offline Channel Influence on Online Search Behavior Study,” iProspect.com Inc., (August 2007).
- <sup>3</sup> USPS, *Deliver Magazine*, Volume 5, Issue 5, (October 200w9).
- <sup>4</sup> Tim Parry, “Catalogs find a new role as e-commerce traffic drivers,” Mutichannel Merchant.
- <sup>5</sup> Elizabeth Holmes, “Why Online Retailers Like Bonobox, Boden, Athleta Mail So Many Catalogs,” *The Wall Street Journal*, <http://www.wsj.com/> (April 2014).