



Hopkins Solutions

Cross Media White Paper



The Value Add of Cross Media Marketing Campaigns

Cross Media Marketing is a marketing strategy that presents a persuasive, consistent message to a target customer through a variety of mediums over a given period of time and provides the client with actionable customer results.



A Collaborative Effort

Technology dictates the method of business interactions and the 21st century has made a variety of creative outlets available for firms to communicate with their clients. Traditional in-store advertisements, television commercials, radio spots, and direct mail campaigns now share the company of rapidly growing online channels such as e-mail marketing, internet ads, pURLs, and social media websites. A significant number of businesses have opted to utilize a select few channels or limit ad scope by assigning a project to a single medium. Although it can seem like a good idea to heavily promote within a single outlet, a cross media marketing strategy provides staggeringly better results.

Cross Media Improvement Stats

- “Marketers report an average improvement of 35% for **multichannel** campaigns over single channel campaigns” - print in the mix.
- “Brand awareness is fueled 44% by print & 37% by online media. **Incorporate both** for even better results.” - Measuring the Effectiveness of Cross Marketing Campaigns
- “There is an average improvement of close to 50% for personalized **multichannel** campaigns “-print in the mix.

Customer Focused

Instead of focusing on the product, a cross media strategy is customer-centric. A deep understanding of the customer’s objectives and background are necessary to provide an effective campaign.

In October 2010 Hopkins Solutions completed a cross media campaign for a premier builder serving Columbus, Ohio. The builder was seeking to heighten awareness of homes on the market and in turn, increase sales. They had pre-determined five target segments based on five distinctions of homes and assembled correlating contact lists. Hopkins was also provided with artwork and copy that the builder wanted to include in the advertising.



Hopkins Solutions worked together with the builder to determine that a drip campaign would be the best strategy for a fall promotion. A drip campaign exposes customers to a series of pieces over an extended period of time. This specific drip program involved multiple marketing channels by alternating a postcard launch and corresponding e-mail blast. Hopkins composed a separate postcard and e-mail for each of the five segments and connected the correct mailing list to the appropriate segment. A postcard was launched one day and the e-mail blast was sent on the following day to ensure that both pieces of collateral hit the contact within a short amount of time. This process was then repeated for a total of four exposures. In the final round 226 postcards and 226 emails were sent. The emails experienced an extremely effective average open rate of 19.5% with some of the individualized segments reporting higher open rates; one saw an unheard of 100%.



The client commented on the results *“The e-mail component of this campaign was extremely helpful when measuring the success of our efforts. In addition to doing consumer specific postcards, (traditional direct mail) we were able to add the electronic counterpart to that message and see a much higher open and response rate. The detail level was high and we could pinpoint exactly who opened the e-mail and have our sales team make accurate follow up calls that led to appointments. Having the ability to see who was engaged in the buying process was a big help and it played a major part in the success of this campaign. We experienced a 44% increase in return visit traffic and that led to a 13% increase in actual sales.”*



As seen in the client’s statement, cross media marketing campaigns deliver empowering results, one of the most important being the data generated from the campaign.

Data Driven

The actionable value of using cross-media strategies is the data and information gathered through the campaign. Drip campaigns give companies the advantage of knowing detailed information, such as which contacts opened which e-mails, what links they clicked on within the e-mails, as well as how many times those actions were performed. If a company offers a variety of services and launches a multi-faceted campaign detailing each service, they will be able to see which services each client frequented the most and in turn gauge the contact’s interests and better address their needs. Through knowing customer behaviors and preferences companies can make informed decisions regarding how to best communicate with clients and adapt products or services to accommodate their demands. When customer demand is met customer acquisition and retention will increase along with the overall success of the company.

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Resource referenced:

"IMC Defined." Retrieved from <http://jimc.medill.northwestern.edu/JIMCWebsite/site.htm>