

# DITCH THE PITCH

*The New Integrated Marketing*

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# What Is Integrated Marketing?

Simply put, it's a holistic approach to communications marketing. It's not even anything new: in fact, Don E. Schultz, professor at Northwestern University's Medill School, has been telling us to integrate since the 90's! Its asking **why** you're communicating (objective), **what** you're communicating (strategy), and **how** you're communicating (tactics) into a campaign that is in tune with your customers and responsive to their changing needs. It's a relationship and a conversation. With the aid of engaging content, integrated marketing is used to plan, develop, execute, and evaluate meaningful brand communications. It's a seamless experience across all channels: measured, refined, and expanding over time.



// *The distinctions between advertising and marketing are blurring, requiring new roles and new forms of consumer-centric marketing.* //

- Saul Berman, IBM

# Why Is Integrating No Longer a “Nice To Have”

Expanding marketing strategies and techniques--and ensuring that they are highly integrated--is no longer an option. The plain fact is that in B2B marketing and sales, customers don't really need you like they used to. Today, 70% of a B2B purchase decision is made before a sales representative is even contacted. Customers no longer rely on salespeople for information. They find it themselves, in dozens of online places through multiple channels.

The key is to be sure that we are communicating a cohesive message through these multiple channels, one that resonates with the messages delivered by our sales channels once they are contacted. If the customer experience is broken at any point in

their interaction, their ultimate trust in the business is broken as well. Without paying attention to what we communicate to our customers, and unifying it across the board in an “omni-channel” marketplace, our ability to generate qualified leads and close deals quickly is at risk.

With that in mind, BMA Chicago presents this basic introduction to integrated marketing, taking tried-and-true concepts and showing how they make today's marketing and media strategies and tactics more powerful than ever. Scan the infographics, get more detail in the e-book, and click through to greater depth in the resources.

// *Marketing is not a function, it is the whole business seen from the customer's point of view.* //

- Peter F Drucker

# UNDERSTANDING AND PREPARATION



## INTEGRATE YOUR INTEGRATED MARKETING CAMPAIGN

### Integrated Marketing Basics



A holistic approach to communications marketing



Combines new + traditional tools and tactics



Integrates brand messaging across multiple channels



Integrates the customer into marketing, sales and services processes

### Why Integrate?



Increase brand awareness



Engage customers



Drive Revenue



## THE BASIC FRAMEWORK

### Develop a Strategy

Establish communication objectives

Know your audience

Understand your client's needs

Develop a clear, strong message

Create compelling content

Develop a content syndication strategy



## PREPARE AND ORGANIZE

### Be Prepared

Define business objectives

Set targets and metrics

Define target audience

Create messaging

Choose tactics

Compile keyword lists

Generate list pulls

Take inventory of all deliverables

Create a timeline

Decide on a data tracking approach



## Understanding and Preparation

### Integrate Your Integrated Marketing Campaign

Although the basic framework of integrated marketing remains the same, there's a lot more to it these days. A truly integrated marketing campaign combines both inbound and outbound marketing with new and traditional tools and tactics that integrate your messages and communications while also accounting for the information and education needs of your current customers and prospects – when and where they need it.

### The Basic Framework

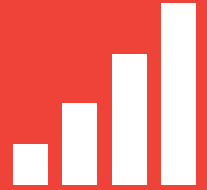
We no longer live in a world where customers respond as strongly to the basic “push” style of marketing, but have instead entered into a conversation. Marketing no longer just highlights ways in which a product or service solve a problem, but also provides guidance and, ideally, even inspiration. Solve a problem and make a sale, but become a resource and you have a customer for life.

// *Demonstrating an authentic desire to listen to and respond to people's needs in real-time is the foundation of building meaningful relationships.* //

– Andrew Needham & Philip McNaughton, FACE

# The Four Levels of Integrated Marketing

More than simply an alignment of tactics, integrated marketing traditionally consists of four levels.



## 1 Tactical Coordination

Delivering “one sight, one sound” through marketing communication and achieving greater consistency and synergy among all program elements.

2

## Redefining Scope of Marketing Communications

Examining communication from the customer’s point of view, as well as broadening the scope of communication to include internal marketing that aligns with external communication programs.

3

## Application of Information Technology

Using technology on the front and back end of programming, first to personalize communications where appropriate and later to monitor the impact of integrated communications programs over time.

4

## Financial and Strategic Integration

Using skills and data from earlier stages to drive corporate strategic planning based on customer information and insight

# Develop Your Content Strategy

A solid strategy allows you to generate quality content and helps you pick the best channels for distribution. In order to keep a consistent message no matter how or where the message is distributed, start with your purpose.

What is the “why” behind your marketing? How does it support your company’s purpose? How will content create a meaningful experience for the people we want to reach?

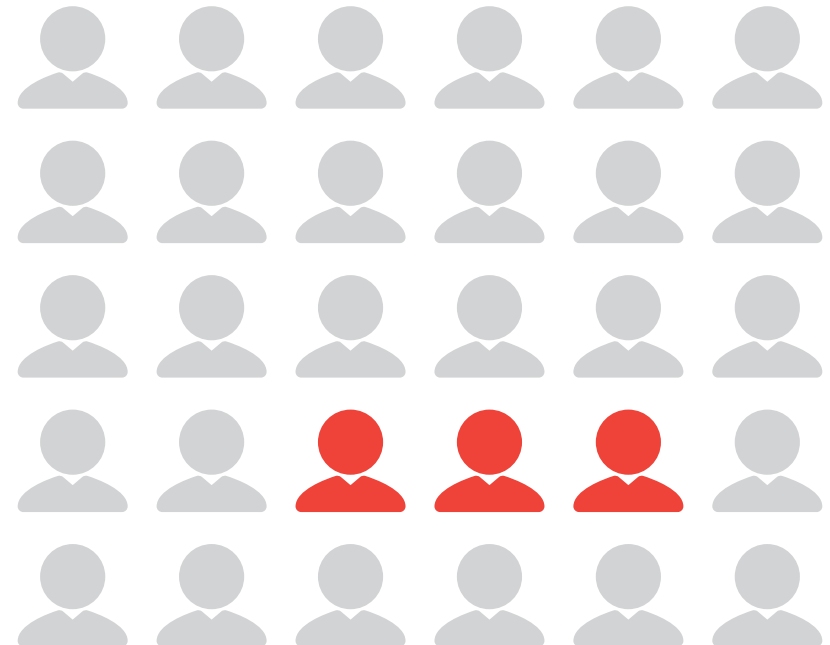


## Establish Communication Objectives

Understand your customers’ needs and state the objectives of the campaign. These should be specific and, most importantly, measurable. This will help you determine whether your strategy was effective and how to better refine your approach.

## Re-evaluate Your Audience

Understand your customers’ needs and state the objectives of the campaign. These should be specific and, most importantly, measurable. This will help you determine whether your strategy was effective and how to better refine your approach.





## Develop a Strategy That Speaks to Your Customers' Needs

Your customers' business objectives should be the driving force behind every step of your strategy. Use their objectives, unmet needs and interests to shape your communication objectives and strategy, develop tactics and build a solid plan centered on meeting and exceeding their goals.



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*[Content strategy is] planning for the creation, delivery, and governance of useful, usable content. //*

*- Kristina Halvorson*

## Craft a Strong, Clear Message

Now that you know your audience's needs and interests, coupled with your own clear brand message, it's time to create compelling content. It's often said today that content is king. Today's content court, to extend the royal metaphor, really has two rulers: quality is queen and frequency is king.

Quality content hooks the reader and tells a story. It's engaging, interesting, fun to read and view. It also takes full advantage of subject matter experts at your company. And it must have a look consistent with both your brand and the high visual standards any reader today has come to expect.

Make sure you create content of varying length as well. Long form content may be required to provide depth, thought leadership, and insight. But short "snackable" content promotes consumption and ease of sharing. Both are important.

Frequency means that content must be published constantly, on a schedule and without fail. If you want to develop an audience, you must act like a media pro and deliver on a schedule your audience can count on, whatever the frequency.

Develop core content each month, such as a blog, white paper or infographic, and stick to a schedule. Create a six-month rolling content calendar focused on topics they are interested in learning about and that meet your business objectives. Then build your "content engine" around those topics, creating an "always on" dialog with your audience.

To fuel this "content engine" and consistently deliver high-quality, high-frequency content, you need to invest in writing and design talent, either internally or through trusted partners who understand a business audience. That will keep both the quality queen and frequency king happy.



**8,500** People Love This

## Develop a Content Syndication Strategy

The audience analysis and content strategy you developed inform where you should distribute content. Once you know where your audience finds information—which blogs, publications, social media channels, industry sources—you have a good indication of where you should concentrate your external content distribution efforts.

For your internal distribution strategies, make your blog the hub of your efforts. This best practice gives you a single point where all content can be published online, which helps with all-important search results. Any content that goes out in email can also be published on the blog. Any content that is distributed through social media channels can also “live” on the company blog.

As for social media channels, the days of social media as an individual and customer channel only are long gone. It’s true that LinkedIn, the most professionally focused social media channel, has the highest trust. But business customers use all channels, and your content distribution strategy should as well. Use your audience analysis to pick the one or two highest-ranking channels to focus your distribution efforts.

// *Good content is the stuff of love affairs.* //

– Tom Webster, Edison Research

## Summary



A seamless and engaging consumer experience is at the heart of a good content strategy. As simple as the rules of being a good friend, it’s the art of knowing the right thing to say at the right time, and in the right place. Content strategy is the remarkable meeting ground of concept and execution: a well-fleshed-out strategy will lead to quality generation of content.

# Campaign To-Do List

## Be Prepared

There's a lot to keep track of when developing an integrated marketing campaign. Using a "checklist" like the one below as a general guide will help you stay organized and on-track.

- ✓ *Understand Business Objectives*
- ✓ *Set Specific Communication Objectives and Success Measures*
- ✓ *Create a Messaging and Content Calendar*
- ✓ *Determine Tactics and Create a Campaign Calendar*
- ✓ *Create Keyword List to Integrate into Content & Campaigns*
- ✓ *Create a Key Date Schedule*
- ✓ *Secure Necessary Resources*
- ✓ *Determine Campaign Tracking and Analysis Strategy*

# ELEMENTS OF INTEGRATED MARKETING SUCCESS



# Elements of Integrated Marketing Success

## Best Practices: Do It Right

Integrated marketing is an art and science, and pulling off a seamless integrated marketing campaign can be a balancing process. Staying up-to-date with and sticking to industry best practices will keep you on the path to success.



### *BALANCE STRATEGY AND TACTICS*

Even the most brilliant strategy on paper is useless if it can't be executed in real life. And there's no use having an awesome new website if it doesn't yield real results. Remember to keep strategies practical and tactics aligned with business goals.

### *CREATE CLEAR, COMPELLING AND CONSISTENT MESSAGING AND CONTENT*

Avoid marketing-speak and jargon like the plague. Create content potential customers actually care about, not what you think they care about. And integrate consistent messaging into every customer touch point to multiply the value of your marketing investment.

### *STAY FRESH*

Stay relevant and connected to current events, but be careful not to deviate from the overall strategy. Identify tactics for delivering consistent messaging in new and interesting ways.

### *CHOOSE YOUR TOOLS WISELY*

Different marketing tools are useful, but they serve different purposes. Using the latest in marketing trends and technology is exciting, but it might not yield the results you're looking for. Be sure to identify and prioritize customer-preferred vehicles above the latest fad.

### *USE WHAT YOU KNOW*

You likely know more than you think. Do an overall content assessment, to see what you already have: case studies, white papers, in-house research, expert articles, internal newsletters, to name a few. Proposals are an often-overlooked source of interesting ideas and content. Identify internal subject matter experts (SMEs) and potential topics, then secure writing and design resources to support them.

### *STAY ORGANIZED*

Create a centralized marketing calendar that includes all scheduled events, webinars, emails, press releases, new collateral, case study development, product launches, planned website updates and any other important elements of the campaign. Determine how you will manage the production of all campaign assets.

### *BE CHANNEL AGNOSTIC*

Every channel has unique characteristics that must be accommodated—a successful campaign requires an understanding of how everything works as well as inter-departmental cooperation.

### *TEST*

Take advantage of research services and online tools to test your ideas. Doing so with a significant sample of your target audience will give you a better sense of direction and consistency. The results could confirm your thinking, give you new insights or keep you from making avoidable and costly mistakes.



INBOUND

OUTBOUND

## Integrated Marketing Tactics

### Where Inbound Meets Outbound

While inbound marketing has become an increasingly critical element of integrated marketing success, casting a larger net with outbound marketing is still a highly effective way of generating brand awareness. The idea isn't to choose one or the other— it's to figure out how they can play together. Aligning your inbound and outbound marketing tactics will ensure a cohesive strategy, consistent messaging and perpetual, high performing programs.

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*If social ideas are about getting talked about, social behavior is about joining in. It's a two-way behavior, engaging in a dialogue. Sharing. Connecting. Collaborating. //*

*- Katy Lindemann, Naked Communications*





# Inbound Marketing

## Earn Attention with Inbound Marketing

Ongoing, attraction-based and empathetic inbound marketing earns attention by targeting unknown individuals with value-added offers placed where buyers seek information. Rather than pushing information on potential customers, it focuses on strategies that pull them in with the help of content.

Unlike many traditional marketing techniques, it is not an interruption. It is welcomed information. Inbound buyers are actively seeking your message and choosing to listen to it—they're closer to being qualified leads than outbound prospects. Inbound marketing also allows for two-way communication and feedback. Plus, it's typically very cost-effective.



# Inbound Marketing Tactics

Social Media

Search Engine Optimization (SEO)

Pay-Per-Click (PPC) Advertising

Blogs

Infographics

Ebooks

Webinars

Content Syndication

Retargeting

Public/Influencer Relations

Industry Events

Association Marketing

Inbound channels and tactics are designed to put your ideas within the reach of customers when they are looking to buy. Many inbound channels are designed to get your content “found” in as many ways as possible: in search, through social, and by sharing. This allows you to speak to people who want to know what you know and, by extension, what you have to offer.

Research by the inbound marketing experts at HubSpot, a provider of inbound and marketing automation platform technology, shows that inbound marketing continues to grow. “Nearly 60% of marketers have adopted inbound marketing strategies, and more than 80% of those executing inbound marketing have integrated it into broader company goals,” according to the firm’s 2013 State of Inbound Marketing Annual Report.

## Summary



The idea behind inbound is to draw customers to you, which means that insightful, credible and interesting content is imperative to achieve inbound success. Ultimately, brands become publishers, using all the research, writing, and design tools that were once upon a time the provenance of media companies only.



# Outbound Marketing

## Buy Attention with Outbound Marketing

Structured, finite and interruption-based, outbound marketing buys attention by targeting known and unknown individuals through paid campaigns and media. Associated with traditional marketing strategies, it involves pushing the product or service you are trying to sell onto the customer by interrupting what they were originally doing.



## Outbound Marketing Tactics

TV Commercials

Print Ads

Direct Mail

Telemarketing

Email Marketing

Press Releases

Trade Shows

With these channels, outbound marketing exposes a larger audience to your message and content when and where you choose. This means it can be effective at creating awareness for future purchase decisions, while also generating demand for immediate buying needs.

At the same time, however, you are reaching only a portion of that audience who may be in the market to buy what you are selling today. Outbound tactics on the whole are generally more expensive, which means that a larger portion of your budget will not generate immediate returns but will be invested in creating awareness to generate future demand.

And then there's the challenge of interest. Outbound marketing tactics are often ignored if not extremely unique or compelling. Commercials can be skipped with recorded TV shows and DVR, email is often deleted before it is opened, direct mail can be thrown away and people can put their phone numbers on the FTC's "Do Not Call" list. Outbound marketing doesn't allow for immediate feedback, and has a much higher cost than inbound marketing.

## Tracking and Analytics

Prove what's working, and change what isn't. Marketing metrics aren't just nice to have—they're essential and can reveal how well your campaign performs and where your spending has the greatest impact. Understanding metrics can be difficult because there are so many of them. The good news is that the best approach to building a successful measurement strategy is a simple one.

### Summary



This staple of marketing plays an important role in the “meaningful conversation” marketing. Think of outbound as your conversation starter. This is an opportunity to break the ice with potential new customers or bring your faithful followers back for a special offer. However, it is often the more expensive option so it should be deployed with care, and it's crucial that it's part of a well-thought-out strategy.

# BE A DATA SCIENTIST



## MEASURE

Raw inquiries

Net new leads added to a marketing contact database

Marketing qualified leads

Sales accepted leads

Conversion rates

Email open and click-through rates

Site visits and page views

Content asset downloads

Website form completion and abandonment rates



## ANALYZE



Keywords responsible for driving sales and leads to the site



Most effective referring sources to drive revenue



Which marketing campaign generates the most sales at the lowest cost?

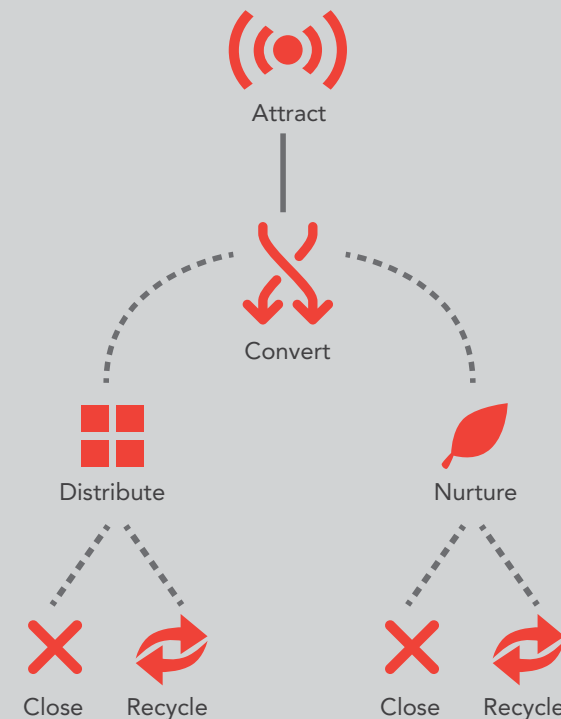


Which pages within your site result in the most profit?



## MANAGE

Invest more in tactics that yield the best results



# Be a Data Scientist: Measure

## Start Collecting Data:

Start out focusing on a small set of clear metrics that you can understand and put to work right away. One easy way to go about this is to focus on revenue metrics, used to measure profit growth, and program metrics, used to gauge the impact of your campaigns, database management and sales-marketing alignment.



## Demand Metrics

**Raw Inquiries**—separates suspects from prospects

**Net New Leads**—demonstrates that you can generate the raw material required to feed a company's funnel

**Marketing Qualified Leads (MQLs)**—represents prospects with enough buying intent to pass to sales

**Sales Accepted Leads (SALs)**—MQLs that that sales team has qualified and moved into the pipeline

**Sales Qualified Leads (SQLs)**—have been moved into the pipeline and get actively worked on by sales reps

**Conversions**—higher conversion rates indicate more efficient marketing efforts

## Awareness and Engagement Metrics

It is also important to measure brand awareness programs:

Impressions

Email Open Rates

Click-through Rates

Website Visits and Page Views

Content Asset Downloads

Social Media engagement (followers, likes, re-posts)

## Analyze

Learn to automate your data-collection process, and use it to tell a coherent story about its contributions. Track what's working, and figure out what isn't. And compare your "benchmark" data to industry averages. Good sources for benchmark data include Marketing Sherpa and Forrester Research.

### Act: Learn From Your Data and Evolve

Tracking and analytics allow you to see what's working with your campaign and to change what's not. Learn from your data, investing more in the tactics that yield the best results and adjusting the ones that don't. This where you refine your campaign with everything you have learned, from the beginning. This is the conversation – take what you learn and feed it back in to new content and better tactics so you are never static.

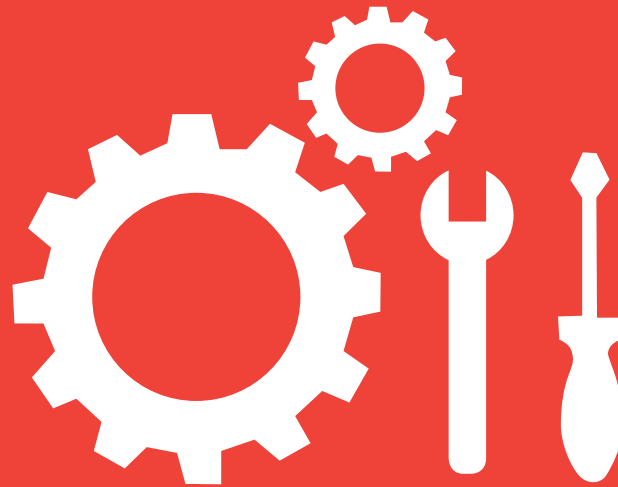
# BE DYNAMIC INTEGRATE

## Summary



This pulls together everything you've created. In Section 1 we discussed setting measurable objectives: this is where you use them. All your fascinating content and hard-earned attention will go completely to waste if you can't keep track of how well they're doing. In the ongoing conversation of integrated marketing, this is what will keep you engaging. This is how you refine your art, and become a master conversationalist. Always be learning, refreshing, and refining. Be engaging, be bright. Be dynamic.

# TOOLS





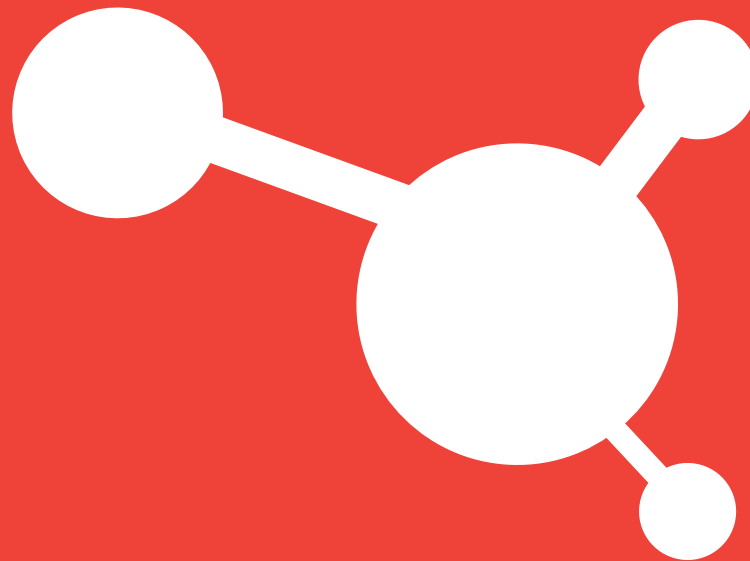
# Integrated Marketing Tools

Marketing Campaign Calendar

Social Media Calendar

Creative Brief

# RESOURCES



# Integrated Marketing Resources: *Sites and Publications*

Content Marketing Institute

Marketing Profs

Mashable

HubSpot Blog

Social Media Examiner

TopRank Online Marketing Blog

Forrester Blogs

2013 State of Inbound Marketing Annual Report

Social Media Marketing

# Integrated Marketing Resources: *Articles and Books*

Content Rules: How to create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and more) that Engage Your Customers and Ignite Your Business

Launch: How to Quickly Propel Your Business Beyond the Competition

Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing

Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Project

IMC, The Next Generation: Five Steps for Delivering Value and Measuring Financial Returns

Integrating The Customer Into Your Integrated Marketing Process.

# Integrated Marketing Resources: *Articles and Books*

The Discipline of Content Strategy

Why Integrated Marketing Doesn't Work

Integrated Marketing: If You Knew It, You'd Do It

Content Syndication: How To Get Started

Intro to Integrated Marketing

Inbound Marketing and Outbound Marketing Infographic

4 Easy Ways to Track Your Offline Marketing Campaigns

9 Ways to Build an Influencer Relations Program

# Integrated Marketing Resources: *Articles and Books*

How B2B Marketers Use Twitter

Moz's 25 Step SEO Master Blueprint

10 Marketing Thought Leaders You Need to Follow

B2B Social Networking

Creating Compelling Content Using Social Media: 4 steps

How To Create Content That Converts

What Is The Future Of Content Marketing?