

## Adding More Marketing Channels – 5 Easy Ways to Make it Work for You



### WORK BACKWARDS.

Don't start with a list of all of the channels you want to include. Start with the end result you want to achieve. Do you want to gain new customers? Cross-sell or upsell to existing customers? Boost signups for a loyalty program? Once you have a clear, detailed understanding of what you want to accomplish, you can work backwards to create the rest of the campaign.



### PLAY TO EACH CHANNEL'S STRENGTHS.

Each marketing channel has strengths and weaknesses. Don't try to use them interchangeably. Understand where to use direct mail. Where to use email. Where to use mobile and social media. Then create a plan that capitalizes on the strengths of each.



### INCLUDE THE ENTIRE TEAM OF STAKEHOLDERS.

Your customers are diversified. So should your campaign development team be. Tap your sales, customer service, graphic design, IT/web, marketing, and business development teams. Draw in people from different ages and social and economic demographics to gain deeper insight into how different customer groups react, what they need, and how they perceive different types of messaging.



### USE IT OR LOSE IT.

Let your team test the different elements of the campaign. Ask them to open a sample direct mailer. Respond to different subject lines in the emails. Click through the links. Scan QR Codes and download files. Let them test the usability of your marketing elements before your customers do!



### BUILD IN METRICS.

Build in testing mechanisms so you know which elements of the multichannel campaign are working. For example, send people to different personalized URL landing pages to test various offers and responses to questions. Find out which messaging, offers, and landing pages are most effective.

## NEED HELP PLANNING AND EXECUTING YOUR BEST STRATEGY FOR MULTI-CHANNEL MARKETING?

Whether it be print, email, web or social media, ImageSet can help plan, create, produce, and track a winning campaign using the optimum mix of channels for your target audience.

For more information, call **713.869.7700.**



**Smart facts.**