

marketing

ISSUE 02 | 2019

NEWS AND KNOWLEDGE FOR
TODAY'S MARKETER

sider



CATCH
more **LEADS** with
MULTI-CHANNEL MARKETING

Dear Fellow Marketer:

Year after year, across multiple surveys and studies, business marketers consistently cite "generating leads" as a top priority . . . and one of their biggest challenges. It's no surprise. Every organization – even those with the most loyal customers – needs to find and nurture sales leads on a continuous basis to survive and thrive.

Ask yourself these questions if your lead generation is falling short of your goals:

- *"Is our strategy sound?"* Even the most creative campaign with the most enticing content and offer will underperform if it fails to reach the right audience. Beginning on **page 6**, learn how you can better understand your targets, including where they are in the buying process, so you can personalize your approach for better results.
- *"Do we have good content?"* Reports, videos, webinars, whitepapers and infographics are effective content types for business marketers. On **page 12**, you'll find ideas for choosing the right media mix to deliver your content in a systematic way and attract new, qualified buyers.
- *"Can our landing page be improved?"* Most direct mail or other print campaigns now include a digital element, typically a landing page for lead capture. A hard-working, targeted campaign that drives prospects to a site – only to lose them due to a poorly designed page – is a marketer's nightmare. On **pages 10-11**, you can pick up some tips for improving your landing page conversions by incorporating helpful visual cues.
- *"Are we following up on all opportunities?"* We could argue that nothing is more important than having a sales contact strategy to ensure your marketing efforts aren't for naught. One neglected customer segment can be your inactives. Check out **pages 2-3** for steps to re-engage, win back and build their loyalty.

An art and science, marketing is both challenging but exhilarating . . . when you have success. We hope you'll share your hits and misses with us; we'd love to hear from you. Chances are, we can put our heads together to notch a few more wins for your organization!

Happy Marketing,

From your friends at Allegra

P.S. Visit AllegraWebinars.com for free marketing training on lead gen and more!



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Catch More Leads with Multi-channel Marketing

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5 Steps to Revive Inactive Customers

It's commonly held that it costs five to seven times more to acquire new customers than it does to keep the ones you have. While some customer churn is natural, due to events like business closures, job changes and relocations, too many defectors can devastate a business.

A segment worth a targeted marketing strategy are your lapsed customers. Here, you have a leg up on typical prospects, as you already have the leads and some valuable sales data.

Follow these five steps to re-engage this group, and help drive repeat purchases and long-term loyalty:





1 Define your inactive customers.

Pull the list of those whom haven't ordered in a set timeframe that is consistent with the buying cycle of your product or service. Prioritize from the top down – largest sales to smallest.



2 Determine why they left.

A short survey with an incentive "coupon" can stand in for personal outreach. You should plan for follow up to those who indicate they are open to continuing the business relationship with you.

One stated purpose for outbound calls may simply be to update contact information, while the outreach can yield better definition to their absence. Maybe they don't need your widget anymore. Perhaps they discovered another widget seller who they like better, or maybe they found a different solution to the problem your service solved.

Whatever the case, they stopped doing business with you for a reason. Use this as an opportunity to reconnect, possibly in a new way, rather than ask for the same business back – though that may be what happens. For those who have moved on? Update your contact information so further outreach is directed to the right people.



3 Set a contact strategy.

Assign responsibility to your employees who will be making outbound calls and establish minimum call expectations on a weekly basis (e.g., Call 10 per day and talk to two per day.). If there's not a current need, identify who you can move into monthly email communications, or add to your list for a printed newsletter or direct mail outreach. For the appropriate types of businesses, try to schedule personal meetings.

If you have a lengthy list of inactives, a personal call or visit to each may be unrealistic. Start with a "We Miss You" postcard and assign follow-up calls for after the postcard hits. For higher value customers, consider a more personalized mailing or high-impact dimensional mailer targeted to decision-makers.



4 Develop a "win back" offer.

Some well-performing offers positioned as "exclusive" include percentage or dollars off, a discounted upgrade for a past purchase, a free trial or two-for-one. With a

substantial number of dormant customers, you can test offers among a smaller segment before rolling out one to your full list.



5 Employ or adjust your nurturing cadence.

Satisfaction surveys. Thank you notes. Cards to stay in touch. Rather than focusing on what they used to buy, seek to understand how their needs might have changed and how you could partner together now and into the future to solidify the relationship.

When you're proactive with delivering a positive and consistent customer experience, it translates to feelings like "valued" and "important," making them less likely to take their business elsewhere. ■

Is driving customer loyalty important to you? Let us know; we can help.



NONPROFITS: Re-engaging Donors

Donors likely have personal or emotional connections to the causes they've supported, and your organization may be just one of several earmarked for charitable giving.

Usually, someone is considered "lapsed" when their last donation was more than a year ago. How can you bring them back around when there are others vying for attention?

Show Results. Case studies are particularly effective to illustrate success stories and demonstrate how funds are used.

Choose the right channels. Determine the preferences of your givers. According to *The 2018 Burk Donor Survey*, direct mail and online giving were equally popular.

However, when age is considered, 59% of the oldest donors responded to direct mail appeals while only 22% of those under age 35 did the same in 2017.

Consider other roles. It's not all about dollars and cents. Donors make great volunteers or board members, providing other ways to re-engage dormant supporters.

WEB MARKETING

ORGANIC (SEO) AND PAID SEARCH (SEM)

DYNAMIC DUO

By Definition



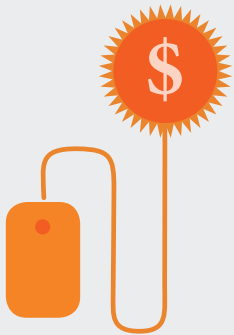
ORGANIC SEARCH

Optimizing web properties to boost visibility in search engines' unpaid results.



PAID SEARCH

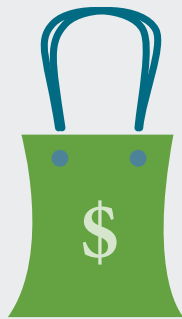
Targeting web users with paid advertising links in search engine results.



65% of all clicks made by users who intend to make a purchase

GO TO PAID ADS

(Wordstream)



Half of PPC visitors are more likely to

MAKE A PURCHASE

than organic visitors

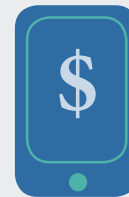
(Unbounce)



76% who search for something nearby on a smartphone will

VISIT A BUSINESS WITHIN ONE DAY

(Google)



Almost 70% of SEARCHERS ON MOBILE WILL CALL A BUSINESS using a link from the search

(Google)



86% of consumers

READ REVIEWS

for local businesses; 57% will use a business only if it has earned

FOUR OR MORE STARS

(BrightLocal)

What's **HOT** in Promotional Products



Brand recognition and awareness. Lead generation and referrals. Customer acquisition and retention.

Logoed promotional products are one of the hardest workers in a marketer's toolbox. Proof? Data from the *2019 Global Ad Impressions Study* from The Advising Specialty Institute shows:

- 89% of consumers own promotional writing instruments.
- Millennials report owning five promotional T-shirts.
- 56% of consumers use promotional desk accessories weekly or more often.
- 71% of Gen Xers are more likely to do business with the advertiser who gave them promo drinkware.

Following are a few 2019 trends in promotional products to add creativity and longevity to your promotional marketing.

The Shady Ombre Look

A classic style that gradually adds color from light to dark on hard surfaces and fabrics, this technique has been renewed as a fresh, modern art form. There is really no limit when it comes to ombre on hard goods or apparel. The ombre technique can provide a range of styles, from simple and subtle to bold and dramatic.

Bamboo is Back

The ultimate sustainable promotional products are made from bamboo, an eco-friendly trend that is here to stay. Bamboo is naturally antibacterial allowing for brand names and logos to be placed on products with lasting power.

Kick it up a Notch with Kits

The kitting trend is all about presentation and where the vehicle in which a promotional product is distributed has the potential to deliver a wow factor. For example, precise kitting allows you to place your brand on one product and the recipient's name on another product – all packaged together in a custom box or bag.

Edible Logos

Edible logos are a great way to enhance your internal and external marketing efforts. Showing customer and employee appreciation with a box of branded treats will score points across the board. Consider placing your brand on baked goods, hard candy, a healthy snack, an energy drink or a chocolate bar.

Safety First

From RFID protection pieces to webcam covers, personal safety items for identity and privacy protection are appreciated for their practicality and usefulness.

Weekend Essentials

Trending now in promotional products apparel are pieces that customers and employees enjoy wearing anytime, not just at work. This trend is valuable to any company placing a brand on clothing. A soft, wear anytime, anywhere look promises great awareness potential as your brand ventures out beyond the office and home. ■

Looking for more ideas and uses for promotional products? Let us know; we have solutions for every audience and price point.



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We see ads everywhere we go, all day long. By some estimates, people today see 5,000 or more ad messages daily. In other studies, message and brand exposures can range from 3,000 to 20,000 daily. No matter the study, the conclusion is really the same: people are exposed to more advertising today than ever before and if you want to get a response, marketing needs to meet this challenge.

On the path to purchasing, the buyer journey is complex, and studies show it may take seven to 13 touches just to create awareness.

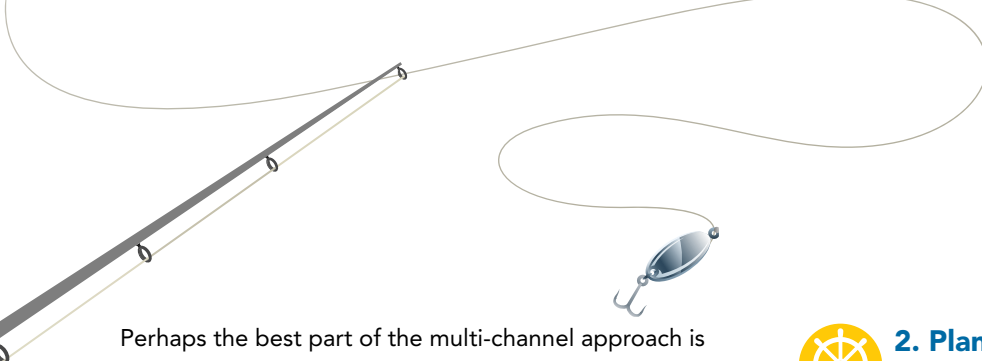
When you use a multi-channel marketing strategy, you increase the number of messages you send so that it's more likely to stick. You also have the opportunity to reach people in the right place, with the channel they prefer.

Customers expect more from the brands they choose to interact with today than they did even yesterday. People expect to open an

email and find relevant content, and they are more positive about receiving emails including products they have previously looked at online.

The only way to catch and keep your prospect's limited attention span is by creating an experience for them that is personalized and delivered on the platforms they want. A multi-channel marketing approach gives you additional opportunities to make an impression and allows you to deliver your message in a more sophisticated way that meets the rising expectations of your audience. → 

Reprinted with permission from AccuData Integrated Marketing's guide, *4 Steps to Implementing Multi-channel Marketing*.



Perhaps the best part of the multi-channel approach is that when you've already got a direct mail marketing plan in place, adding a variety of digital channels to employ a full multi-channel campaign is simple.

4 STEPS TO MULTI-CHANNEL MARKETING



1. Understanding Your Audience

Knowing who you want to target is crucial for any marketing plan. While using a traditional approach with a prospect list or in-house database is not a bad idea, if you really want to know that you're going to get the best results possible, it's time to turn to analytics. If you have an existing database, there are ways to use this information to your advantage.

Descriptive analytics creates a basic profile of your best current customers. With this information at your fingertips, you can more accurately target prospects who are similar and get more ideal customers.

Predictive analytics offers an even more sophisticated approach, allowing you to go beyond profiling. A predictive model allows you to identify the key characteristics of your best customers and then use those factors to find more prospects that are most likely to respond to your offers, make purchases, renew subscriptions or take another desired action. If you want to dive even deeper, there are other advanced techniques to increase the probability that prospective customers will respond or make purchases.

With the data you have, you can drive better results for every marketing campaign (regardless of the channels you're using) by finding the right group of prospects who are most likely to respond.



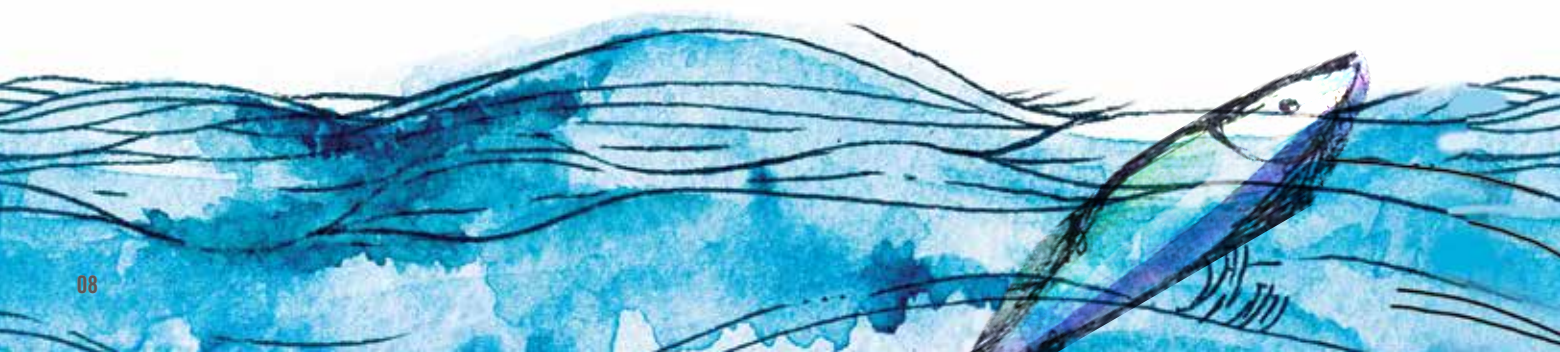
2. Planning to Reach Your Customers at the Right Moment

Once you know who you are targeting in your campaign, it's important to determine how your customers move through the buying process. Customer buying cycles are different, so knowing where and how you're approaching them is nearly as important as ensuring you have a good audience for your offers.

Consider the task of buying a pair of black pants in a store. One woman shopping already has decided she needs a new pair of black pants for work, so when a salesperson approaches, she is grateful for the help to quickly locate what she wants to find. The additional information that there is a store-wide sale going on is also welcomed, since she fully plans to buy the pants today.

Another woman is just browsing, since she doesn't have a particular need in mind, and when the salesperson interrupts her, it isn't welcomed. She's in a completely different part of the customer journey, the "awareness" stage, while the woman in the previous example is ready to buy.

Understanding where your customers are in their journey is a great way to get a better response. When you take the time to map out journeys like these, you can provide the best offer for each person right where they are in the cycle. For the second woman, providing information about adding classic pieces that work well with a variety of outfits might help move her into a purchasing mind-frame, while giving the first woman discount information might help ensure she buys her new pants here and not another store.



Multi-channel marketing gives you the ability to interact with prospects in any way that is most convenient for them, helping you catch their attention and move them toward a purchase in the moments that these decisions are getting made.



3. Adding Digital Channels to Print Campaigns

Now that you've selected an engaged audience and mapped out the customer journey, so you can send the best offer possible, it's time to talk about the options you have for adding new digital solutions to direct mail marketing. Digital channels allow you to create multi-channel marketing campaigns without sacrificing revenue you make on more traditional methods, like direct mail.

These new channels will simply enhance what you're doing, giving you or your clients better ROI for marketing initiatives. Along with the increased engagement and response rates, digital channels provide new revenue streams for businesses that work with clients.

If you typically begin your marketing campaigns with a print focus, adding digital is easy! Once you have postal addresses available, there are many different options for adding one or more digital channels, including email marketing, digital display advertising, social media advertising and creative services that ensure consistency across platforms for a seamless customer experience.

4. Implementing Your Multi-Channel Campaign

After you've selected the digital channels you wish to add to the direct marketing mix, you're ready for your first multi-channel marketing campaign. If you've followed the process, you should have a great list of prospective customers who will want to engage with your marketing efforts, the right plan for what to offer based on a customer's journey, and a good selection of channels that will help you to reach these prospects most effectively.

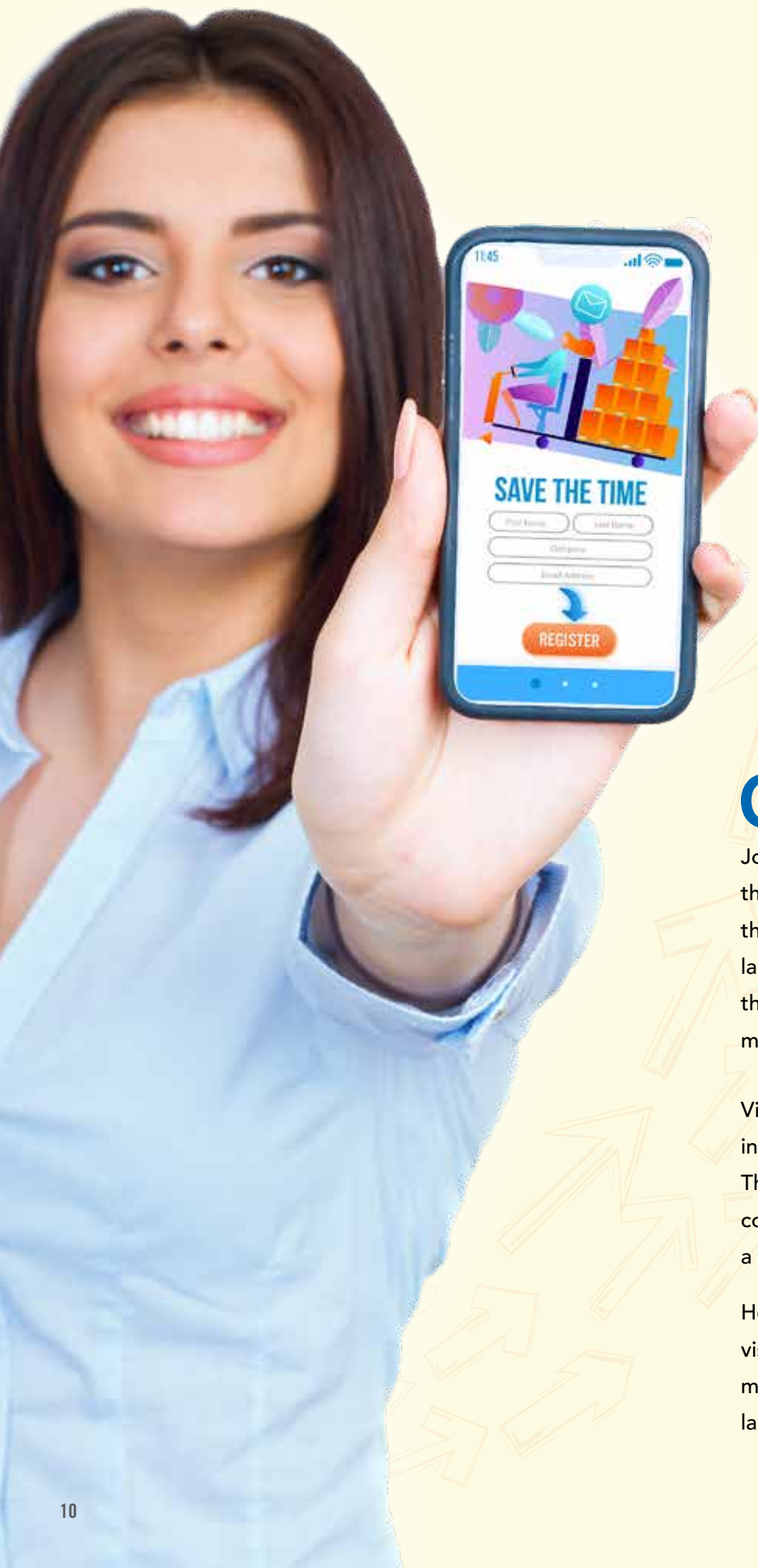
All that you need to do now is deploy your multi-channel campaign to boost your ROI. There are so many great reasons to employ a multi-channel approach, including increasing the response rates for a marketing offer and adding new revenue streams for your business.

With your touch points, you'll soon be able to capture the interest of new prospective customers, ultimately increasing the likelihood of a sale. Multi-channel marketing gives new and existing customers multiple ways to engage and convert, giving them the flexibility to decide when and where they will interact with the offer.

As marketing has grown more sophisticated, customers have come to expect that they'll be able to decide how and where they are engaging, and that companies will meet this demand.

Consistent branding across platforms makes it easy for customers to recognize where a communication is coming from at a glance. These customized communications are also more personal, giving the feeling that they were designed with just one customer in mind. ■






7

Visual Tactics That Can **BOOST** Landing Page Conversions

By Sarah McGuire

Creating visuals for a landing page is kind of like dressing for a job interview. Job candidates want the interviewers to see them as well prepared and a good fit for the company. You want the visuals on your landing pages to communicate to visitors that you're delivering what they want in a manner that reflects your overall brand.

Visuals provide subtle and subconscious indicators that help visitors choose to act. They can complement text to make a more convincing case, or they can replace text for a quicker impact.

Here are seven tried-and-true types of visuals, often used for product-focused marketing, to help your content-focused landing page convert 

Show an intangible object in something tangible.

There's a satisfaction that comes with being able to unwrap a package and hold an object in your hands. But content offerings usually are digital products. To create a sense of what your visitors will receive, show your digital content inside physical items, like a smartphone or other device.

Offer visually interactive demonstrations.

One way to earn visitors' trust is to get them to interact with your site. Take Monotype's landing page. Its landing page cleverly shows visitors what Monotype is all about (digital typesetting and typeface design). Visitors can change fonts in real time to see what they look like. They get an idea of what they can expect before they are asked to commit to anything.

Use icons and illustrations to tell a story.

A lot of businesses use custom illustrations instead of stock illustrations. Good illustrations can keep visitors engaged with your landing page. They create an opportunity for creative storytelling. And, since stories can help conversions, landing pages are ripe for good storytelling.

Use icons to replace or reinforce text.

Icons also are useful because they can communicate an idea in one graphic. The audience quickly understands the meaning conveyed in imagery such as the Twitter logo – no text is necessary. And, in some cases, the icon's meaning complements or reinforces the text.

Use call-to-action (CTA) button colors that pop.

You're going to get conflicting opinions on the optimal colors for driving conversions, particularly about the better-performing colors for CTA buttons. But one view that seems to have some evidence: CTA buttons are more effective if their color contrasts with the other colors on the page.

When you pick the color for your CTA button, look at a color wheel and pick the one opposite your landing page's dominant color.

Use images that offer directional cues.

Point visitors in the right direction – nudge them to act. Visual cues – implicit and explicit – can indicate where visitors should direct their gaze. An implicit directional cue could be a picture of a person looking in the direction of your CTA button. An explicit directional cue could be an arrow pointing directly at your CTA.

The principle behind visual cues is what Malcolm Gladwell calls "micro expressions" – small facial indications or "fleeting looks" that we recognize in other people that impact how we interpret emotions.

Eye-tracking studies have found that facial features are the first thing people look at when they see someone new. When visitors see a picture of someone looking favorably at a product or form, there's a better chance they will respond positively. An effective implicit visual cue will make clicking seem like the natural next step.

Implicit visual cues are subtle, while explicit cues are not. Arrows and illustrations unabashedly point to the CTA.

Use real people.

Pictures of real people – not models – perform well on landing pages.

MarketingExperiments conducted a study comparing a landing page with a "smiling lady" stock photo with a landing page featuring a photo of the company founder.

The results? Visitors to the landing page with the founder were 35% more likely to fill out the CTA form than those who visited the "smiling lady" page.

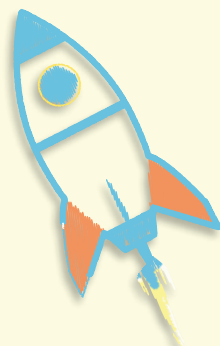
Note: Not only was the founder's image used, text was included to let visitors know it was the founder. Including real people in your imagery helps instill trust and can help grow your brand recognition.

Make Visuals Count

A landing page is your one opportunity to make a good impression. Pick visuals with the purpose of captivating visitors and nudging them to take action. Finding the right visuals to do that will probably involve some carefully planned testing.

While it might be tempting to use a visual just because it looks nice and charming, be strategic. Visuals are powerful tools to elicit reactions from people. Take care to use visuals that put your business's best face forward. ■

Sarah McGuire is a Content Marketing Lead at Venngage. Reprinted with permission from Content Marketing Institute. For the full article, go to <https://contentmarketinginstitute.com/2019/01/visual-content-landing-page-conversion/>.



How to Select the Right Lead Generation Media Mix

By Ruth P. Stevens

Most B2B lead generation campaigns involve multiple touches via multiple media channels. But how do you decide which media are optimal, and more to the point, how they work together to generate a qualified lead?

The first step is to establish with the sales team their monthly (or weekly, or quarterly) requirements for the number of qualified leads per rep: by product, territory or whatever is needed. Then, plan carefully the media mix that will feed the machine.

The media mix is a function of several variables, which you need to research:

- **Return on investment.** Determine the ROI each medium can deliver, based on your company's experience and industry benchmarks.
- **The medium's availability.** Some media channels are scheduled intermittently. Consider when the trade shows and conferences in your industry are scheduled throughout the year. Other media may be only intermittently profitable.
- **The campaign's time horizon.** Digital media are faster to produce than direct mail. Business events can take months of planning before a lead emerges.
- **Lead flow requirements.** For example, sales may need more leads in the first and fourth quarters.
- **Your business objectives.** Are there particular geographies or industry targets you need to reach?
- **Media effectiveness.** Media come and go, in terms of their power to attract business buyers.

You are likely to end up with some very inexpensive leads in your mix, and that's a blessing. The unfortunate thing is that, typically, these leads are unlikely to be enough to meet your revenue targets or support your sales force's quota. So, you'll need to select several options, ranking them by ROI, availability, and your lead flow criteria, to come up with the optimal mix.

Multiple media working together generate better results than single media, with one big proviso: the messages must be consistent across media. An inconsistent message can cause confusion and erode the value of your brand.

Pulling this off is not always easy, especially in larger companies. It requires tenacity, a focus on the customer experience and support from senior management. But the payoff is colossal. All outbound contacts with customers, whether they are customer service messages or even billing-related messages, can potentially be harnessed for the lead generation effort.

A simple technique is to put the company URL on all messages received by customers. The same principle applies to touch points that are less obviously part of marketing communications, like packaging and invoices – any point where the customer encounters the product or service.

Similarly, some ongoing marketing communications channels can be designed to support lead generation. To stimulate your thinking:

- Ensure that all brand awareness advertising includes an offer, a call to action and a response device.
- Include a white paper offer, with response instructions, such as an 800 number or a web form URL, in your press releases.
- When executives give speeches, invite your customers and prospects to attend.

Lead generation can harness all kinds of media channels, if you give it some thought and planning. ■



Ruth P. Stevens consults on customer acquisition and retention for business-to-business clients. She is the author of *B2B Data-Driven Marketing: Sources, Uses, Results*. She also wrote *Maximizing Lead Generation: The Complete Guide for B2B Marketers and Trade Show and Event Marketing: Plan, Promote, Profit*.

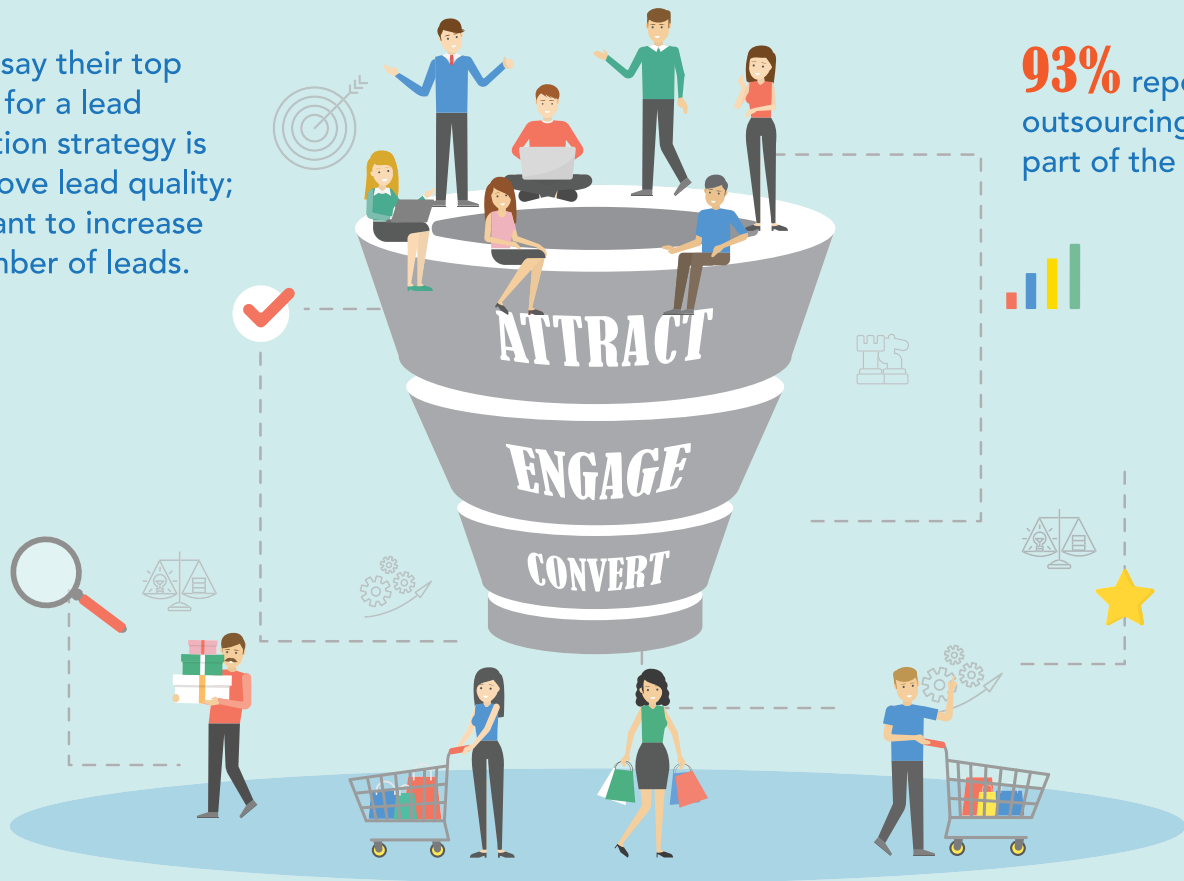
NEW REPORT: Generating and Nurturing Leads to Create Demand

With our survey partner Ascend2, we polled B2B and B2C marketing influencers who hold leadership roles in their business to answer the question:

“How do marketing leaders combine strategies to create new demand?”

59% say their top priority for a lead generation strategy is to improve lead quality; **49%** want to increase the number of leads.

93% report outsourcing all or part of the work.



47% say social media and email marketing are effective strategies for lead generation; SEO (**39%**) and content or video marketing (**38%**) also rank high.

Over half (55%) report that increasing sales opportunities and customer conversions are top priorities for a lead nurturing strategy.

Almost two-thirds (64%)

describe the success of a demand creation strategy as very successful or best-in-class, compared to competitors.

Want to see all the data? Contact us for a copy of our new report, “Generating and Nurturing Leads to Create Demand.”

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Join best-selling author and branding influencer Carla Johnson as she explores key goals for marketers who want to connect with customers on their buying journey: brand awareness, lead generation and customer retention.



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