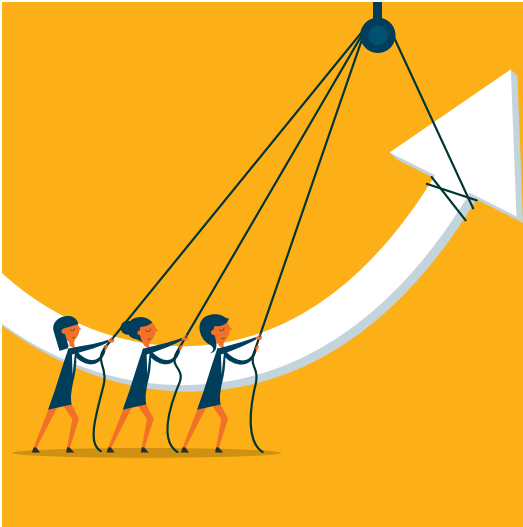


Integrating Your Marketing Channels for Bigger Results



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Every marketing channel is valuable in its own right, but what happens when your marketing channels work together toward a singular goal? Magic! Or at least, the marketing equivalent of magic, which is an integrated marketing campaign. This is a more advanced marketing concept, but if you're up to the challenge, you stand to reap big rewards for your hard work.

Integrated campaigns allow you to combine the power of your marketing channels, find your patients (or potential patients) on the channels they're already using, and drive home a singular goal for big results. And bonus: You can partner with other local businesses or charities for even more significant results. A campaign is a relatively broad term that

can include simple giveaways, contests, co-op giveaways, charitable giving, events, and more.

Planning a campaign is a big undertaking, but here is what you need to know about where to start, what to consider, and how to be successful.



Start with Your Goal

Before you do absolutely anything else, you need to define the goal—or primary objective—of your campaign. And it should be just one primary objective. Of course, you may choose a handful of secondary objectives, but the key to success is hyper-focusing on one achievable goal and building your campaign around that objective.



Marketing Pro Tip:

The best primary objective is measurable. So, if you want to run a campaign to build brand awareness, how will you measure that goal's success? Define the metrics that provide insight into your brand awareness, such as branded search impressions, increased referral traffic, or ad recall lift for your social advertising.

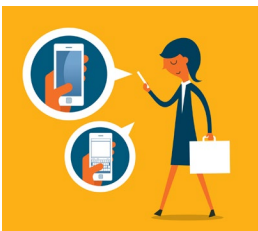
A few examples of strong primary objectives for your campaign include growing your email subscriber list, increasing your social media followers, attracting leads, or supporting a local charity. All are easily measurable and will allow you to determine the success of your campaign.

If you're feeling especially ambitious, you can also set secondary objectives. When choosing your secondary objective, keep in mind that it should complement your primary objective. For example, if your primary goal is to grow your email subscriber list, your secondary goal could be to increase your direct sales (a result of your expanded email list). Or if your primary goal is gaining more social media followers, your secondary goal could be increasing your social engagement metrics.

Choose Your Target Audience

Once you have set your primary objective (and potentially a few secondary objectives), you can define who your target audience should be. Your primary objective will help you narrow in on the target audience that makes the most sense for your campaign.

If you're looking to grow email subscribers, your target audience should include individuals who are not your current email subscribers. How are you going to reach those individuals? You're going to define the marketing channels they're on and target them there.



Pick Your Marketing Channels

Choosing the most appropriate marketing channels for your campaign depends on your objectives and target audience. Think about the channels your target audience is on and how you can use those channels to reach your goals.

Consider any of these channels when putting together your campaign marketing mix:

- **Your website**, including dedicated landing pages, blog, pop-up bars, or other feature blocks.
- **Social media**, including organic posts and paid advertising.
- **Email**, both your own subscriber list and those of your campaign partners (if you're working with another business or charity, for instance).
- **Google**, including paid search ads and Google Posts on your Google My Business listing.
- **E-commerce platform** installed directly on your site or hosted elsewhere.
- **Partner websites**, either belonging to your campaign partner or other bloggers or influencers you can work with.

It's smart to take stock of the marketing channels available to you and consider which ones your target audience is on. Imagine what their customer journey will be like and how you can meet them where they are on each channel.

Working with other businesses, local charities, or influencers helps you expand outside of your own marketing channels and access their channels (and vice versa), creating a mutually beneficial relationship.

Get Creative

OK, we've handled all the nitty-gritty details of your campaign, now let's have some fun! It may seem tempting to jump right to the creative part of your campaign before defining your objectives, target audience, and marketing channels. But trust us when we tell you that it's actually much easier

to get creative with your theme after you have defined those elements.

Here are a few things to consider when brainstorming your creative:

- What theme makes the most sense with your primary objective?
- What message would resonate with your target audience?
- Do your theme ideas make sense for your brand? Or would it confuse your audience because it is incongruous with you who are?
- How simple or complex do you want the entry process to be? (Remember, more complex entry methods may result in fewer entries, but those who do enter are more likely to convert to customers.)

If you're going to run a giveaway, decide on your prize (don't forget the rules and laws regulating your space to ensure your award is compliant) and consider if you will offer anything to all the entrants who don't win. If partnering with another business, charity, or influencer, work together to get on the same page for the campaign theme, prize, and other mechanics.



Finalize Your Plan

Congratulations! You've got all the pieces you need for your marketing campaign. Now just add them all together for your final campaign plan.

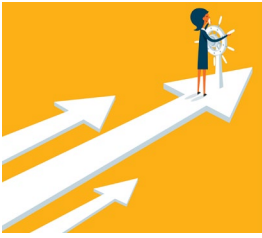


Choose your campaign launch date and work back from there to create a timeline of milestones. You may choose to delegate much of the campaign set-up work to your staff members, so creating your schedule early will help keep everyone on track and aligned on a singular launch date. Much of the work of an integrated campaign comes in the planning stages, and clear expectations and deadlines will set you and your entire team up for success.

Etna Interactive's Campaign Models

Etna's marketing team is highly experienced in creating and managing campaigns for our clients. Over the years, the team has created comprehensive campaign models, each with clearly defined primary and secondary objectives, target audiences, tactical summaries, timelines, and creative variants. Here's a little preview:

- | | | |
|----------------------|-------------------------|----------------------|
| 1. Enter to Win | 5. Flash Sale | 9. Charitable Giving |
| 2. Subscribe to Save | 6. Lead Magnet | 10. Events |
| 3. Seek to Save | 7. Social Post Contest | |
| 4. Play to Save | 8. Local Co-Op Campaign | |



Launch Your Campaign & Reap the Rewards

You've planned and scheduled and prepared; now it's time to launch! Be sure to assign someone to monitor your campaign and all the marketing channels you're using – responding to comments and messages, monitoring entries or donations, and tracking performance.

When your campaign comes to a close, you will know how to measure its success because you set a clear primary objective. Take stock of what worked and maybe what didn't so you can improve on your next campaign. Most importantly, take a minute to revel in the fun that was planning and launching a marketing campaign!

Do You Have More Questions?

As always, Etna's team of marketing experts is here to answer any questions you might have about integrated marketing campaigns or any of your online marketing needs.

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