# Four Things to Consider *Before* Launching a Cross-Media Marketing Campaign (CCM)

Defined simply by <u>The Non Profit Times</u>, a cross-media campaign is a "marketing campaign that integrates several media channels to reach the end user with the same campaign message and goal." CMM campaigns can dramatically expand brand awareness, deepen product knowledge and effectively reach more customers with your message.

Ready to try a CMM campaign? Consider the following questions, and soon you'll be ready to launch!

## 1) What is your campaign goal?

Clearly defining your campaign goal is imperative. With so many exciting opportunities in cross-media, it is easy to get distracted by the "bells and whistles" of technology and lose track of primary goals.

Before you begin, outline exactly what the campaign needs to accomplish. Keep your objectives broad to be responsive to marketing and sales needs, but narrow enough to ensure outcomes are measurable.

Avoid weighing down your campaign with too many goals, which muddles impact and confuses the target audience. Here are a few campaign objectives to consider:

- Introduce a new product/service
- Refresh an outdated database
- Collect data on audience preferences/interests
- Build website traffic
- Establish social media brand presence
- Generate leads for specific product/service
- Drive traffic to trade show booth or event
- Qualify a candidate as a true lead

## 2) Who do you want to reach with the campaign?

"Start by identifying the audience, because your strategy will hinge on your target — say monthly donors, weekend golfers, or households that have taken a cruise in the last year," advises Crystal Uppercue at ChiefMarketer.com. Knowing your audience shapes messaging and determines optimal channels for outreach.

Generate a representation of your ideal customer. Profiles involve demographic, geographic and psychographic characteristics such as buying patterns. Segment your target list according to

customer profiles or if there isn't enough existing data, consider modeling. "[This process] looks at customers who are engaging in a certain behavior and tries to find a commonality in them," says Jim Novo, author of *Drilling Down: Turning Customer Data into Profits with a Spreadsheet*. For example, compare a list of your current best customers with former best customers to identify any behavioral signals given by the latter group before they stopped buying. A campaign could focus on revealing behavioral indicators in your current client base, a group you would target with retention strategies.

## 3) Do you have an updated target list?

A campaign's success hinges on the quality of the target list. The adage "bad stuff in, bad stuff out" is most applicable when it comes to target lists. Using an unreliable, outdated or piece-meal list will doom even well-executed campaigns.

Many companies focus their initial campaign on confirming and updating contact information. Conducting a multi-channel campaign requires mailing *and* email addresses. If a telephone component is incorporated (e.g., a follow-up call), phone numbers are a must.

## 4) What do you want this audience to do?

This step will initiate the strategic thinking to form your campaign structure. What are you hoping your target audience will actually do, and how will you encourage them to do it?

This "call to action" component speaks directly to the target and asks them to take some action, to participate, to engage. A few rules can ensure your call to action is effective:

**Offer value.** If you want someone to take action, motivate them with a quid pro quo that has value. For example, offering a personal sales call in return for the completion of a brief survey will have a much lower response rate than providing access to a searchable database of valuable industry information, or entry into a drawing to win tickets to a sporting event.

**Keep the message clear.** A CMM campaign is effective when there is an obvious call to action. Different approaches (mail, email, website) may force you to use different tactics, but the action taken and outcome you receive is the same. In the fast-paced multimedia world, you only have a few moments to engage a target.

**Guide the target to action.** Similar to clear messaging, plainly guiding the client to the preferred action is essential. Finding the right location will be determined by the specific offer, your target recipient's knowledge of your product or service, and most importantly, whether or not the call to action is clever or interesting. An eye-catching graphic or limited-time offer may be used to guide the candidate to join, submit, or respond to a brief survey and qualify for a promotion.

**Have a clear result to measure.** If the candidate accepts a call to action, it should clearly qualify their interest or accomplish an intended goal. For example, did you uncover a qualified prospect or sales lead? Did the recipient subscribe to your email newsletter? Will you be attending the same conference or event? Did they access a PURL, scan a QR code or dial a tracking phone number listed on the marketing collateral? Are they *not* a warm lead and need to be removed from future mailings? Defining and measuring results will determine campaign success.
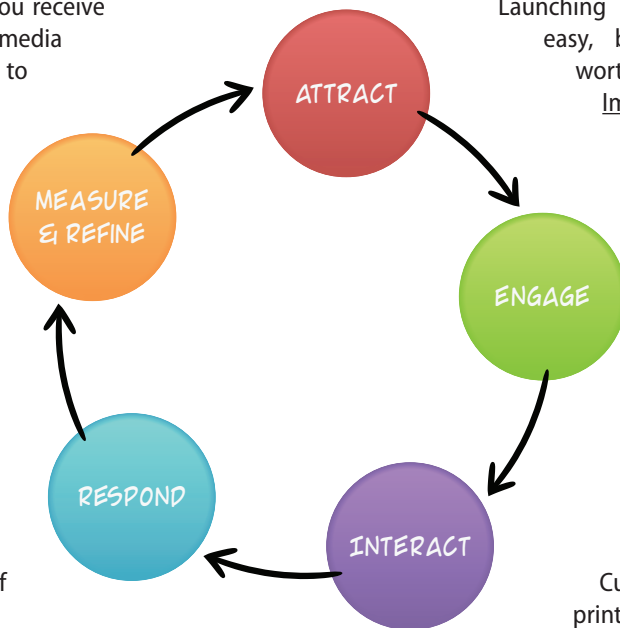
Launching a successful CMM campaign isn't easy, but data illustrates the effort is worth it. According to Direct Response Improvement Specialists, "Cross-media marketing is generating an average response rate of 4.5%… over 3% higher than traditional marketing methods." These statistics are from 1,800 case studies, spanning over 30 different industries. Personalizing messages and incorporating cross-media solutions into your marketing plan will increase response rates and generate results.

Interested in more information to get started on the right foot? Contact Cushing! We're leading the evolution in print and digital technology!

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