



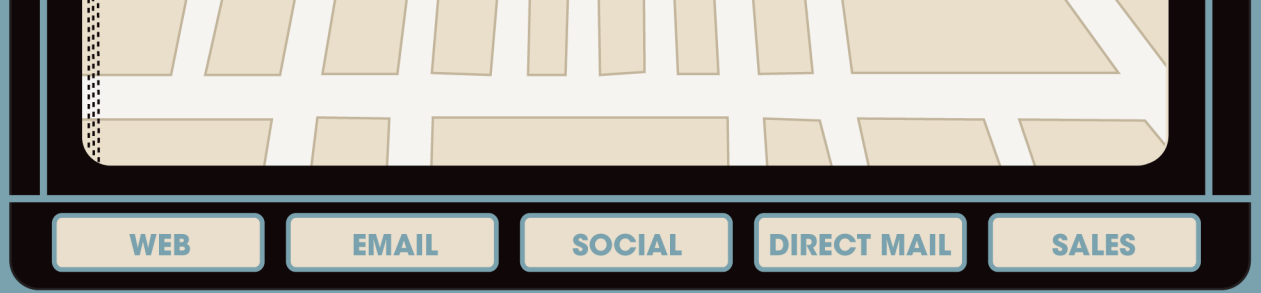
MARKETING GUIDE

Surviving vs Thriving...

2011

Through Integrated Multi-Channel Marketing





Introduction to Multi-Channel Marketing

Thank you for downloading Expresscopy's 2011 Marketing Guide

While enduring one of the worst economies ever, many small businesses have been forced to abandon efforts of growing their business in favor of simply surviving. As economists debate over stabilization, one thing is becoming clear; the new surviving is actually to thrive.

As consumer confidence continues to climb, capturing the attention of these customers will favor the bold, not those holding the purse strings tight. In fact, companies solely focused on holding costs down in efforts to survive will likely find themselves left behind with little to no customers in sight.

In order to get back into the game businesses need to shift the paradigm of focusing on cost, and instead focus on return. Today's businesses too often look at opportunities by asking, **"How much will this cost me?"** By narrowly focusing on cost, the business views an opportunity as an expense, rather than what it is: **an investment**. Businesses don't spend money just to spend it, they spend it to make more. Accordingly, opportunities need to be evaluated on what the potential returns are, a process that will measure return against the cost.

Recent years have brought significant changes in the manner that consumers communicate and purchase; changes that have created challenges and opportunities for businesses. The most important question for businesses today is how to connect with potential customers in a manner that drives the most return?

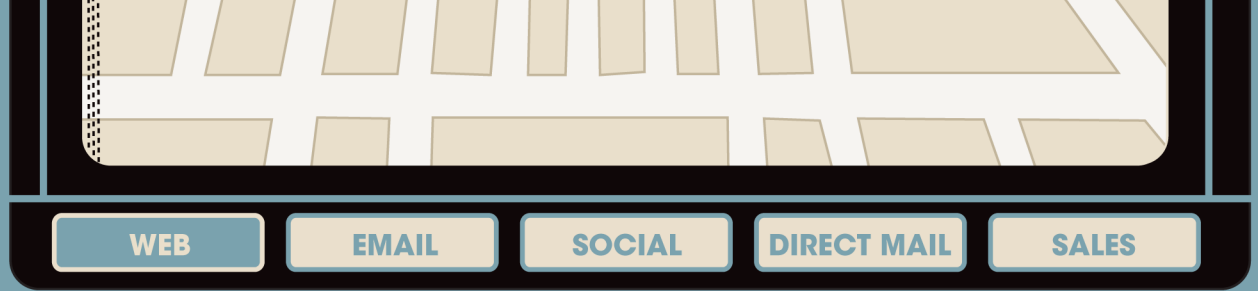
The reality is that there is no one way to connect. If consumers are using multiple channels to research and shop then you need to make sure you're represented in multiple channels. To do this you need a an integrated **multi-channel marketing** approach.

Many businesses think that they're already doing this, and many are. However, most aren't doing it well. Unless these channels have been aligned to work in unison then all they're doing is creating more confusing noise. That noise may be the difference between being *remembered* and just being those "other guys." The goal is to make sure that all your marketing channels are integrated.

in•te•grat•ed (adjective): made up of aspects or parts that work well together

When all channels are working synergistically, your potential customer hears a clear and concise message, which increases the effectiveness of each individual channel. This will collectively increase the effectiveness of your overall marketing campaign.

This guide will either help you refine the marketing efforts you're already making, or they'll help you to establish a presence that will put you on the track to thriving in today's market.



Website

Your 24/7 sales team for your business

Millions of consumers are surfing the internet at any given moment trying to find solutions to their problems, and **if you don't have a website then, quite simply, you don't exist.** Consumers search the web for information, products & services, and locations to educate themselves before their purchases. It is pivotal that your website serve as your virtual billboard, your virtual catalog, your virtual office, and your virtual store.

A website provides significant business efficiencies beyond simply being there. Unlike a traditional storefront, your site isn't dependent on staffing hours. It works 24 hours a day, 7 days a week, whether you're open or closed. More than just being there, though, a website should serve as an extension of your customer services and sales efforts.

Your site should also be designed to answer questions about your products and services, location, hours, and details that people normally would call you to ask. This reduces staffing pressures by eliminating broad-based phone calls. In effect, your website should become the start of your sales funnel so when calls come in the customer is further along in the buying process allowing you to convert more opportunities.

It is not enough to have a website anymore. The days of "if you build it, they will come," have turned into **"if you build it right, they will come."** This isn't meant to serve as an SEO guide but there are a couple of very important aspects that will get you more bang for your buck with search engines. Your website must frequently, and accurately, contain keywords that are relevant to your business. Secondly, make sure to share links with other sites. Sites with traffic coming from inbound links rank higher, so find websites that would benefit from linking to you, create a blog or develop a social media presence (covered later). Not only will you benefit from the qualified leads coming your way, but you should see an uptick in web traffic.

Website Benefits for Multi-Channel Campaigns

- 1...Perpetually reflects and reinforces your overall identity and message
- 2...Can serve as a 24/7 "landing point" for your other marketing efforts
- 3...Natural tie into your email and social efforts
- 4...An online shopping cart can make your sales efforts more efficient

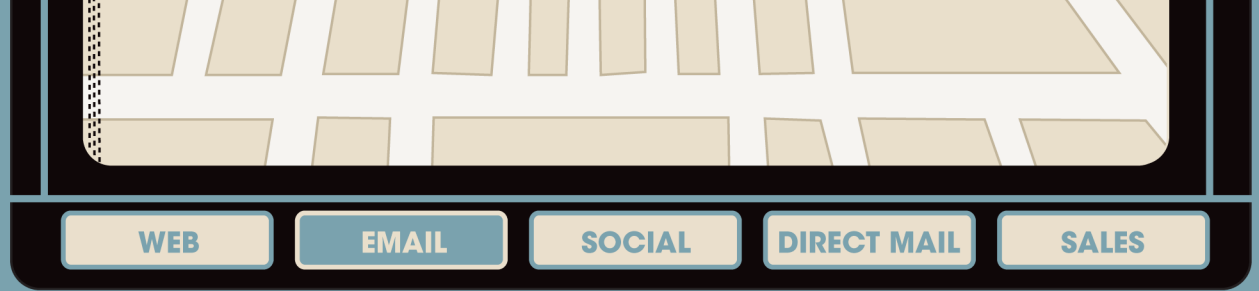
Tips

Stay fresh. Keep your content updated and interesting, at least on a monthly basis.

Choose a good URL. It should be easy to remember for users and relevant for search engines.

Try paid search. It's more affordable and less complicated than you think...plus there are great tutorials to help get you started.

Invest in good design. Sites are, in fact, judged by their cover, at least initially. Make sure yours looks good.



Email

The repository for all digital marketing communication

EMAIL is the Central Nervous System of your Marketing Strategy. It is a dynamic path which connects you, seamlessly and efficiently, with your existing client base and potential new customers. With its ability to transfer documents, correspondence, files and multimedia, there is really no other tool in your marketing arsenal that does **EXACTLY** what it needs to do quite like email does. It takes direct marketing a step further by allowing reciprocal communication and instant feedback within the same channel.

Consumer confidence in internet commerce continues to grow along with the capability of the email inbox to be the repository of multi-platform notifications and the "dashboard" for most people's internet relationships. For example, Twitter sends you an email when you get a direct message, Facebook sends you an email when someone comments on or likes your page, your RSS feeds and subscriptions are sent out and delivered via the email inbox. LinkedIn friend requests and group updates, Skype missed calls and messages, Digg friends, YouTube subscribers, social media events, calendar notifications; they all come to your email inbox. **IT IS THE INTERACTION HUB.**

Email marketing is no longer about just sending bulk emails to your outdated mailing list. It is engaging, personalized, multifunctional, and highly trackable. It allows you to send precise targeted messages to a specific audience. The cost is so low that it's virtually free and, if done responsibly, is very non-invasive and a highly effective soft-touch marketing tool.

Email Benefits for Multi-Channel Campaigns

- 1...Links directly to your website or social media presence
- 2...Great way to recapture customer or prospect mailing addresses, or to gain new ones
- 3...Can be scheduled in advance to be delivered on same day as postcard mailing
- 4...Serves as a response tool to online website contact forms
- 5...Most efficient route to maximizing your overall marketing Reward vs Effort ratio

Tips

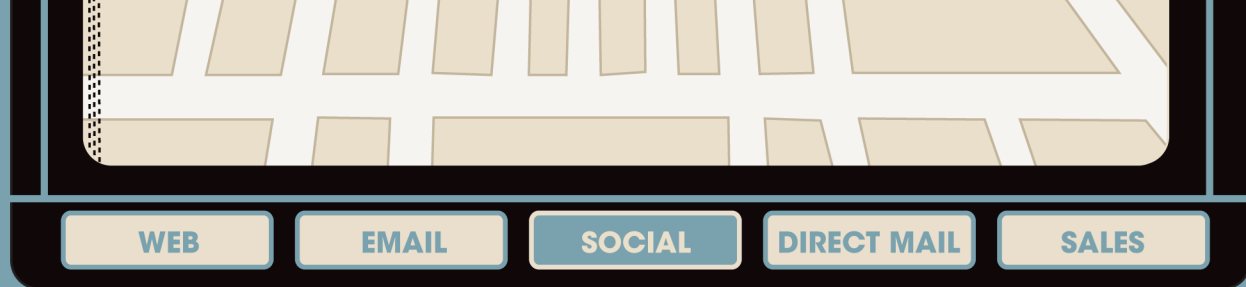
ALWAYS use an OPT-IN form. Being CAN-SPAM compliant limits the risk of people getting upset from the emails you send out.

Don't just sell. A hard sell is the fastest route to an unsubscribe. Provide quality information and let your email act as a continuation of your sales funnel.

Use text and HTML emails. Not everyone has HTML capability in their email.

Use multiple links. If something is important make sure it's linked in multiple locations within the email.

Use an email service. These have simple-to-use email creation tools, scheduling and reporting features that make emailing a breeze...and most are free-to-low investment



Social Media

Building relationships in the new marketplace

Facebook, Twitter, Youtube, LinkedIn, Digg, Flickr, StumbleUpon, etc. etc. etc. The list is long and continues to get longer. The only thing that has remained the same is that being involved with social media on some level is becoming essential to rounding out your multi-channel marketing strategy. **More than 80% of young adults use social networks**, and new members are joining every single day so you can't afford not to have a presence in this space. That said, it's important to understand how this space interacts with business.

Social media has presented an incredible paradigm shift in the manner that consumers interact with businesses. No longer is communication a one-way street. It has created an environment where communication and the sharing of ideas happens without barriers, allowing individuals and small businesses to compete with corporations and institutions on an unprecedented level. This also brings both risk and reward. Take care of a customer and you're likely to get raving reviews, but if you don't then it's just as likely that negative comments will instantly be posted to the social community at large.

Before you start utilizing social media it's important to **clearly define what your goals are**. Social media is different than traditional marketing so your goals should be too. This isn't a channel for the hard sell, it's more about building a community so make sure you're goals are inline with this. Once goals are set you need to develop a strategy to accomplish them. Just like a website, simply having a profile page won't produce results, you need to take time and make sure you're providing value to your audience.

The final thing to consider with social media is how much you're willing to invest in it. While relatively free from costs, it can rapidly spiral out of control from how much time you're putting into it. Take advantage of aggregating tools such as HootSuite or TweetDeck that provide you with timesaving dashboards.

Social Media Benefits for Multi-Channel Campaigns

- 1...Consumer feedback in this space can often help guide product or service enhancements for future offerings
- 2...Drives visitors to your website or location
- 3...Can alert subscribers to upcoming direct mail campaign or promotions
- 4...A differentiator to competitors with a look "behind-the-curtain" at the personality of your business

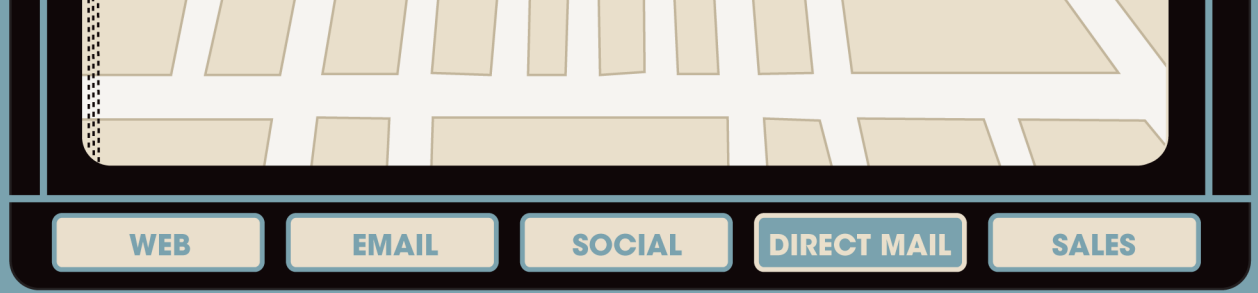
Tips

Recognize your followers. Everybody loves a shout out. Scratch a back

Be constant and relevant. You've got to keep them coming back and interacting

Be honest. Consumers see right through you in this channel, and they appreciate your candor...it lets them know you respect them.

Contests of Value. This is a great way to grow your subscriber base quickly



Direct Mail

The backbone of your marketing strategy

While still a staple within the marketing world, direct mail has certainly lost some of its popularity in recent years. This can be attributed to a tougher economy and higher postal costs, as well as the fact that direct mail simply isn't the "cool" marketing channel anymore. It lost that moniker years ago with the emergence of emails and websites, and it fell even further behind with the emergence of social media.

While it may not seem as cool as it used to be, **direct mail still holds great value for businesses**. More marketing dollars are going into digital channels and there is less clutter in the direct mail space. Less clutter gives you an opportunity to stand out and be noticed more easily.

Direct mail has significant value to businesses because it's tangible. This physical quality allows it to interact in the recipient's actual environment in a manner that other virtual channels can't. It can be carried from one room to another, placed on a desk or table, or can be tacked up on a bulletin board; either way it's given **an opportunity to get more exposure**. Additionally, it can't be automatically filtered into the delete box like email.

DM Benefits for Multi-Channel Campaigns

- 1...Becomes the physical extension of your multi-channel campaign
- 2...Can be used to direct people to a website to increase traffic
- 3...When delivered within a 1-2 period of email it can increase response rates of both channels
- 4...By mailing a cold-call list, it presents a natural segue for a sales rep which can increase conversion rates into double digits
- 5...Acts as a sales funnel tool that you control
- 6...Reiterates your brand, message or campaign's call-to-action

Tips

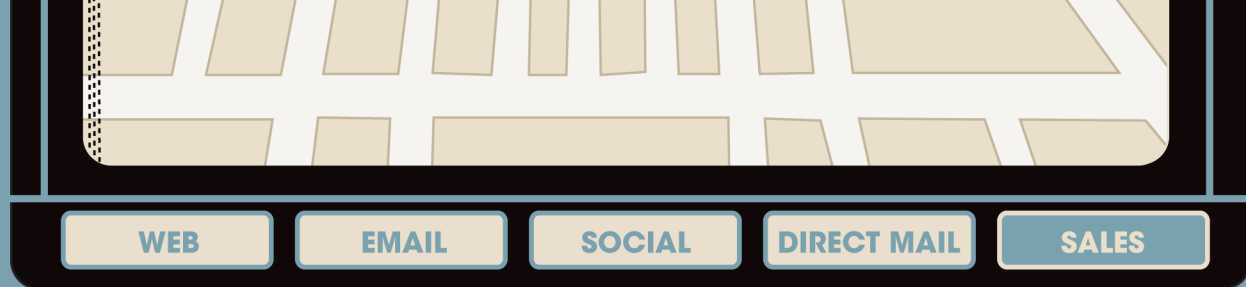
Keep it simple. Eye-catching graphics and simple text work best.

Don't oversell. The goal of your postcard mailer is to generate enough interest to get them to your website, or to call you directly.

Clear call-to-action. Make it clear what you want their next steps to be.

Push urgency. Include an expiration date to generate quicker response.

Leverage Technology. Dynamic direct mail services today, such as expresscopy.com, allow you to uniquely personalize each recipient's postcard to make a more intimate impact.



Sales

Closing future business today.

The previous four marketing channels are all designed to push consumers down your sales funnel. In order to capitalize on your marketing investment, an effective sales mechanism must be in place that ensures customer conversions and closed business. This can come in the form of a shopping cart within your website, but **for most small business that sales mechanism is you.**

Because you control the sales process it's important to leverage this time to gain valuable information regarding the marketing that brought that consumer to you. Discovering what is and what's not working, and more importantly why something is working can be more valuable than the sale you make that instant. This information can be used to adapt future marketing campaigns to be more efficient, leading to better conversions and stronger sales down the road. You can also gain valuable information during the sales process regarding your goods and services that will help you to improve your future offering.

Another part of the selling process that directly ties into your marketing mix is the post-sale. Remember that **it costs five times as much generating a new customer vs. marketing to an existing one.** To take advantage of this you need to make sure you've got a strategy in place to maintain an ongoing relationship with the customer.

Some things to consider regarding post-sale:

- During purchase, did you determine if they're a new customer or returning one?
- If they're a new customer, did you update your database with their information?
- If they're an existing customer, did you verify that their contact information is correct?
- Provide them with take-away collateral. This can be in the form of your business card, brochure or promotional flyer, but either way make sure they've got something else prompting repeat business.
- Did you send them a "Thank you for your business" email or mailer?
- Did you include a link to your blog or fan page?
- Did you schedule a follow-up call
- Develop a referral program to leverage happy customers as endorsers of your business.
(This is especially effective when integrated with your social media.)
- Be conscious of solutions for customer problems you don't offer fixes for. Going above and beyond leaves a very good impression on your customers and helps to solidify your relationship with them.

*To discuss your marketing efforts, or to learn more about
expresscopy.com's print and mail services:*

Visit our website at www.expresscopy.com

- or -

Speak to one of our customer service reps at 800.260.5887