



## FOLLOW YOUR PURL FOR A FREE GUIDE

Just key in the personalized URL below – and you'll land at your own personalized website where you can download a free copy of Cross-Channel Marketing.

It's a great way to learn more about cross-channel marketing while you experience the power of the PURL for yourself.



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- PROMOTIONAL PRODUCTS
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# The Allegra Advantage

ISSUE 3

## GET NOTICED: CROSS-CHANNEL MEDIA WORKS

According to recent research, consumers receive 5,000 messages a day from more than 60 different communications channels. If you use only one channel, you're getting lost in that clutter. But with cross-channel marketing, you improve your odds of being noticed ... and inspiring the right actions.

While multi-channel marketing means communicating with customers through more than one channel, cross-channel marketing is something else. It involves a single campaign that coordinates a consistent message across a range of channels.

Messages from all channels share the same basic look and key points, whether the medium is a direct mailer, an email or a cell phone. The consistency reinforces recognition for your brand.

This issue focuses on some of the ways you can apply the cross-channel concept:

- Add personalized websites (PURLs) to direct mail and email to move your message across channels – they're also a proven response-booster.
- Events and trade shows can be effective marketing channels when you follow these rules to build awareness and attendance.
- For most small businesses, direct mail is the most powerful channel if it's properly targeted.
- The case study shows how a nonprofit with limited resources can still use multi-channel marketing to exceed their program goals.

## The Power of Personalization

Marketing experts agree that when you personalize a marketing message, you increase its effectiveness. And that's why PURLs (personalized URLs, like [www.joedoe.specialoffer.com](http://www.joedoe.specialoffer.com)) now play a key role in many marketing programs.

When you key in your PURL, you're sent directly to your own personalized landing page, where the marketer interacts with you on a one-to-one basis. Thanks to this high level of individualized attention and prospect engagement, PURLs produce results. In fact, PURLs can increase direct mail response rates from the typical 0.5 to 2 percent to a 3 to 5 percent range. And personalized landing pages can convert up to 50 percent of all visitors into leads, versus the 5 percent rate for generic websites.

In addition to being almost irresistible, personalized landing pages track responses to capture valuable information about your prospects. The confidentiality and personalization they offer encourages individuals to share more details than they would at a general website, a process that also helps build relationships and trust. The result is a database full of information and insights you can use to make the next interaction with the prospect even more targeted, personalized – and successful.

PURLs also drive cross-channel integration, helping you deliver a consistent brand message that nevertheless reaches each person on an individualized level. It's a best of both worlds solution.

Most importantly, technological advances in areas like variable data printing make the PURL approach a very cost-effective option, even for marketers on tight budgets. So if you're looking to add a huge amount of value to your next direct mail or email program, consider adding PURLs.



## DID YOU KNOW...



### Better Mailing Lists Deliver Better Results

According to direct marketing expert Ray Jutkins, targeting the right audience increases direct mail response rates by up to 60 percent – and increases the odds of conversions, as these examples show:

**Challenge:** Home improvement contractor wants to increase the number of renovations it performs.

**Solution:** A list of confirmed homeowners with two-plus years of residency.

**Result:** Response rates of up to 7 percent – with up to half the responses resulting in sales.

**Challenge:** A nonprofit organization wants to acquire new donors.

**Solution:** A list of individuals who have donated to similar charities in the past.

**Result:** A 5 percent increase in new donors – a result 10 times better than previous programs.

**Challenge:** Regional medical center wants to increase its number of new patients.

**Solution:** A list of households with medical insurance in surrounding zip code areas.

**Result:** A 50 percent increase in business from new patients; the program's ROI was 20:1.

Contact the marketing pros at Allegra when you're ready to incorporate a targeted mailing list into your campaign.

# 4 Ways to Build Event Attendance

Want to attract more attendees to your next convention, seminar, trade show or fundraising outing – and learn more about them at the same time? Follow these four steps.

#### Step 1: Know your audience.

Some of your audience will immediately plan to attend; the rest will need different levels (and types) of convincing. Creating a database segmented by interest levels lets you target specific messages to each group for maximum interest, response and attendance. Note: you may need to do testing to identify each group.

#### Step 2: Inspire them to act.

Once you've identified your audience segments, craft different messages to appeal to each group. Use headlines and subject lines that stress different features/benefits. Also, use different channels to spread the word. Social media will be far more effective with some groups than traditional channels, like direct mail, that will be better suited for others. Then, track response rates – reply card returns, phone calls, email open rates and click-throughs – to determine which are most effective.

#### Step 3: Make it easy to say, "Yes."

Provide multiple response mechanisms: postcard, phone, online, and increasingly, Facebook and Twitter. A Direct Marketing Association study found 42 percent of direct mail recipients prefer to respond online.

#### Step 4: Experiment, Evaluate, Repeat.

Like much of marketing, this is often a trial-and-error exercise. At every step, compare the responses you get using different media and messages. Use the customer data gathered to refine and individualize subsequent messages. The results not only make your event marketing more effective, they also give you a fuller, more accurate picture of your audience – which you can use to make the next event even more successful.



Word-of-mouth endorsement is the most trusted form of advertising.



## Marketing Case

Multiple channels draw parents to private school

**Client:** Private, nonprofit Montessori school

**Situation Overview:** The school's emphasis on the Montessori principle makes it unique in the community. However, there are several other public, private and parochial school options. Previous marketing efforts have been inconsistent, primarily newspaper advertising and lawn signs. The parent association now wants to adopt a more strategic marketing plan – but the budget is limited.

#### Goals:

- Increase community awareness and interest in the school.
- Grow open house attendance by 25 to 30 percent.
- Increase enrollment by 10 percent for the upcoming school year.

**Target Market/Audience:** Families with children ages 3-11 and an annual household income of more than \$70K, located within five targeted zip codes; total size of target market: 2,800 families.

**Marketing Recommendations:** A program that uses strategic channels to meet their multiple objectives.

With such a well-defined list of prospects, direct marketing was the first strategic recommendation. A personalized introductory letter from the school principal was sent to each targeted household. The call to action was to attend the school's open house. To stimulate response, reduced or waived registration fees were offered to parents who enrolled children at the time of the open house. A reminder postcard was sent a few weeks prior to the open house.

Generating referrals is another very effective way to help reach their goals. An ongoing program of monthly emails is being sent to current parents, keeping them informed of the school's activities and accomplishments – while reminding them to recommend the school to others. (Word-of-mouth endorsement is the most trusted form of advertising.)

**Results:** The campaign delivered a **100 percent increase** in open house attendance. Ongoing communications continue to be tracked along with referrals to support the goal of increasing student enrollment.

**Need help reaching your business goals? Consult Allegra today. We'll show you ways to build a solid marketing campaign that delivers results.**