

Harte-Hanks | 2006



## Integrated Direct Marketing: A Best Practices Guide



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# Integrated Direct Marketing: A Best Practices Guide

**Integrated Direct Marketing is the execution of multiple types of media campaigns in a highly coordinated, “multi-touch” manner that leverages online, print and offline marketing channels in order to:**

- **Increase maximum market penetration**
- **Increase efficiency and flexibility within your organization**
- **Reduce prospecting costs to generate more sales**
- **Increase Return On Investment**

**These campaigns span e-mail, direct mail, and telemarketing—with the sole purpose of improving overall response rates and delivering leads to your sales organizations. The result is a process of continuous improvement that encompasses campaigns, channels, and geographies.**

**This best practices guide is based on real experience and research to get marketers moving in the right path – It’s also free food for thought.**

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# The IDM Approach: Four Drivers

## 1. PLANNING & EXECUTION

Identify your options in terms of resources, technology and operations to support your marketing program

## 2. DATASOURCE

Targeting with in-depth information is key to getting positive results. You wouldn't want to sell home insurance to renters, for example.

## 3. VALUE PROPOSITION

Market potential and presence ranking should play a role in all aspects of the IDM program. Also, your commitment to your programs will play a factor in the bottom-line results.

## 4. COMMUNICATIONS STRATEGY

Identify which media is most effective to your audience and develop copy/images that speak simply and clearly to them. Offers should be relevant and compelling. Be sure to include a strong call to action.



The four key drivers for IDM are meant to increase market penetration, deliver 4 to 10 times better results, and ultimately increase your Return-On-Investment.

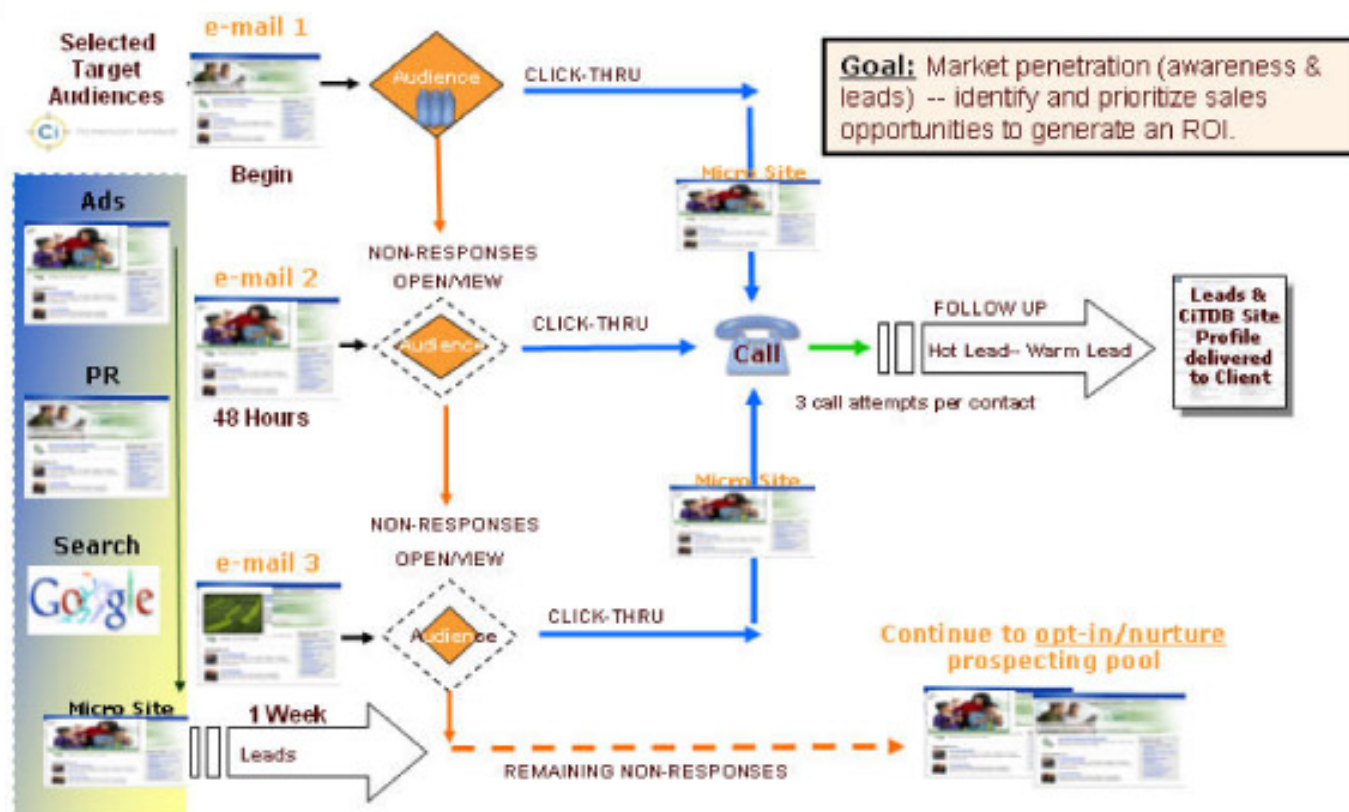


# A Systematic Approach That Works!

The reason a systematic approach works is simple: it enables you to be organized and flexible at the same time in order to run and evaluate program metrics on a daily basis. If certain elements are not working, you can change them on the fly.

For example, if your first email attempt is not producing enough click-thrus for the call center, you can begin calling those prospects that opened the email.

IDM Flow Chart:





Remember to maximize your marketing investment across other marketing groups within your business (Online, Corporate and Direct) if possible. *How?*

Leverage and take advantage of branding and/or general marketing opportunities with similar creative and messaging that are specific to your IDM program. Run your print ad in a vertical and identify a data source with a similar target audience known to read that trade publication (trade pubs can only offer so much targeting capability). **Finding buyers is key.**

Key Tracking Metrics:

- Click-thrus from online ads
- Responses (opens/click-thrus) to email
- Campaign specific landing page registrations or lack of registrations
- Call Campaign stats (Hot-Warm-Cold Leads) – have a process for qualification and distribution
- Establish a Win/Loss process with the sales team

## Marketing Investment

Profile your best customers by market segment (industry vertical, number of employees, decision makers, and most of all: Installed Technology), and allocate your prospect marketing budget in a scaled manner.

By targeting with superior intelligence, your dollars will be spent wisely and your response rates increase exponentially --- you're targeting the best prospects for your solution.





Key Elements to Profiling:

- Profile by installed technology — provides insight to competitors, likely users, or potential users of your solution
- Profile by decision makers and influencers – they hold the strings to the budget
- Profile by buying indicators — because they are planning to purchase your type of solution
- Profile, match CiTDB and append your own database to see existing businesses IT and C-Level contact changes and shifts with technology every month

## Brief Case Studies

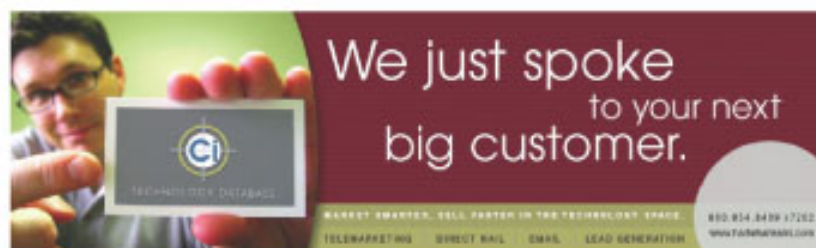
Although email response rates are sometimes deceiving, taking an integrated approach can capture missed opportunities offline. Harte-Hanks clients that have the greatest success with email, use it as part of an IDM program to maximize awareness, and continue to capture interested buyers via phone. They also nurture future prospects within that market segment with educational email.

Bottom Line:  
Integrated  
Direct Marketing  
Produces  
Qualified Leads

### Case Study 1

#### "We Just Spoke to your Next Big Customer"

Keep in mind that people are bombarded with media daily, therefore, they respond to marketing promotions in different ways. IDM is an approach to mitigate the risks of having all of your apples in one basket, meaning relying on just one medium may prevent you from reaching your objective. All media components of this campaign generate awareness, identify interest and allow leads (all types) to flow into an organized system for your business to quickly respond and convert into sales.





CASE STUDY 1 STATS OVERVIEW

Marketing Channel	Target	TRACKING			COSTS		CATEGORY	AMNT.
		Lead/Results Inbound Calls	Sales	Response Rate	Cost	CPC	Campaign Total Cost	\$15,086
Print ad (BtoB)	45,000	50	pipeline	0.11%	\$5729	\$7.85	Total Leads	397
Banner (BtoB online)	45,000	25	pipeline	0.32%	\$9000	\$0.20	Total Sales	11
Email (2 sends)	1,259	252	6	5%	\$62	\$0.05	Sales Pipeline	100
Direct mail	550	15	3	3%	\$295	\$0.54	Total Revenue	\$60,500
Call Campaign	550	55	2	10%	n/a	n/a	Gross ROI	\$45,414

IDM  
Best  
Practices  
Tips

1. Integrate campaign creative and messaging to generate awareness with direct activities based on response/non-response
2. Without multiple channel commitment, not as many leads and sales are produced, resulting in lower Return-On-Investment
3. The target audience from various sources had similar profiles, indicating that they were likely prospects for the products and services offerings





**Case Study 2**  
Event Announcement/Invitation

People are constantly invited to seminars and corporate sponsored events. How can you ensure that they won't ignore your message? Hitting the target audience with multiple touches and in different forms will increase the chances of reaching your market.

CASE STUDY 2 STATS OVERVIEW

EVENT REGISTRATION SERVICES -- HARTE-HANKS

Event Date: 5.10.06  
Preferred Calling Date: 3.20.06

Email (2 Sends)	Contacts	Pricing
DC Event	10,394	
Philly Event	4,333	
Send 1	14,727	\$6,627
Send 2	12,916	\$5,812
		<b>Total Cost: \$12,439</b>

Telemarketing	Rates	Totals
Number of Records called		1200
Contact Rate	12%	144
Registration Rate	12%	17
Attendance Rate	50%	9
Costs Per Agent	\$10,000 for one agent and \$7,250 for additional agents	

Total Package Includes:

- Creative Review and Consulting
- Email fulfillment and tracking
- Project Management (email and telemarketing)
- Second email blast (free) included as part of telemarketing pkg
- Telemarketing costs include call to confirm all registrants to event
- Calling must begin three weeks minimum before event

IDM  
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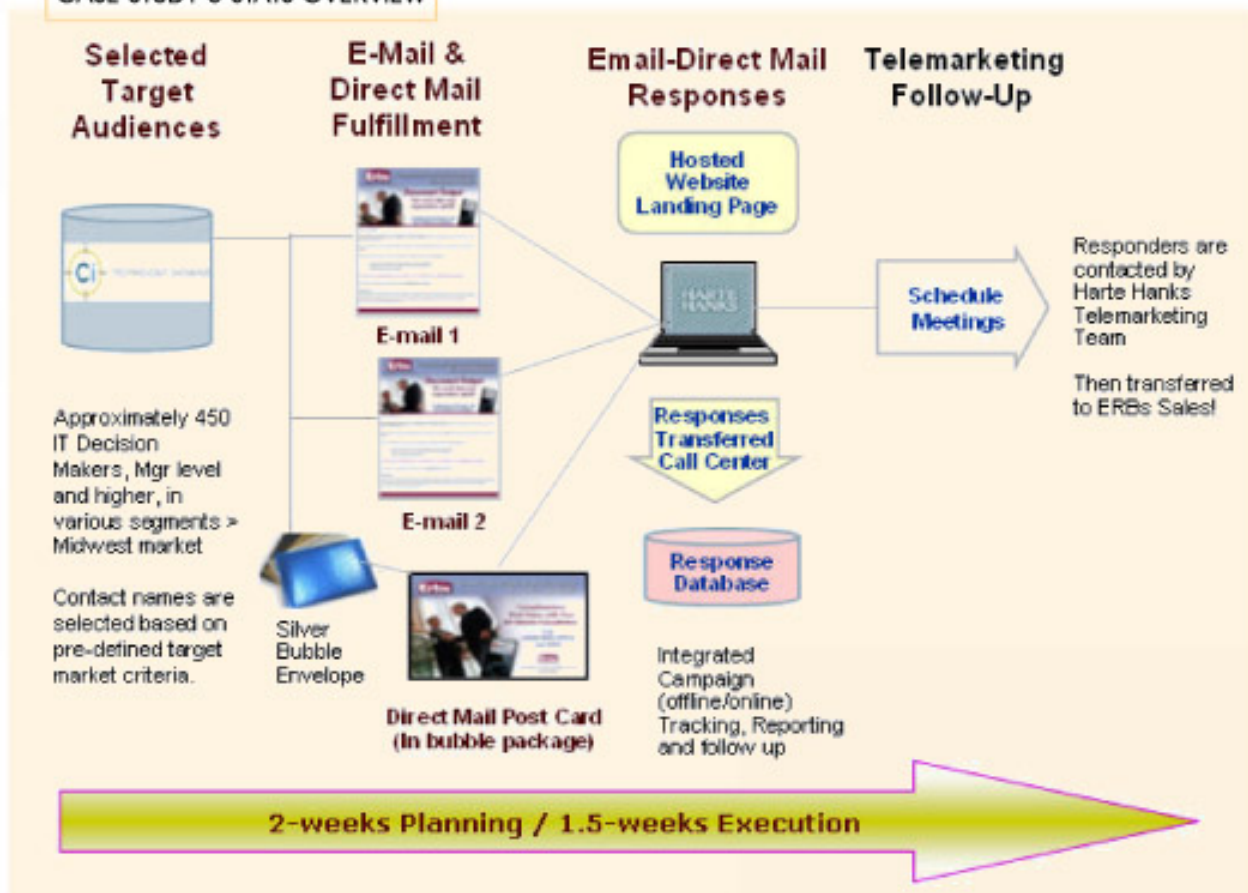
1. Identify your goals and estimate high-low response rates for email
2. Estimate number of registrations received via the phone
3. Create a summary report with forecast and actual results for quantifying the success of an event



**Case Study 3**  
**Building Product Awareness**

A large document services company implemented an IDM campaign with the goal to set up 25-30 potential clients for a 30 minute consultation with a specialist.

**CASE STUDY 3 STATS OVERVIEW**



**Results: 67 Leads delivered!**

**ONLINE:**

Description	Counts
Click Rate (5%)	27 A Leads
Open Rate (59%)	194 B Leads
<b>TOTAL</b>	<b>211</b>

**FOLLOW UP CALLING:**

Description	Counts
Appointments	27 A Leads
Client Follow-up	7 B Leads
In Pipeline	33 C/D Leads
<b>TOTAL</b>	<b>67</b>

Expand the number of opportunities by using response-based, pertinent, proper incentive email – drives calling to collect interested buyers.



## E-Mail Creative Best Practices

Your creative is a critical component in the IDM program. Whether it's email, your web site landing page, advertising, banner ads, search engine optimization copy or the direct mail piece, all of the deliverables need to work together to tell your story in the most effective manner. Overall, make sure the creative is professional looking. After all, isn't that the perception you want to attain?

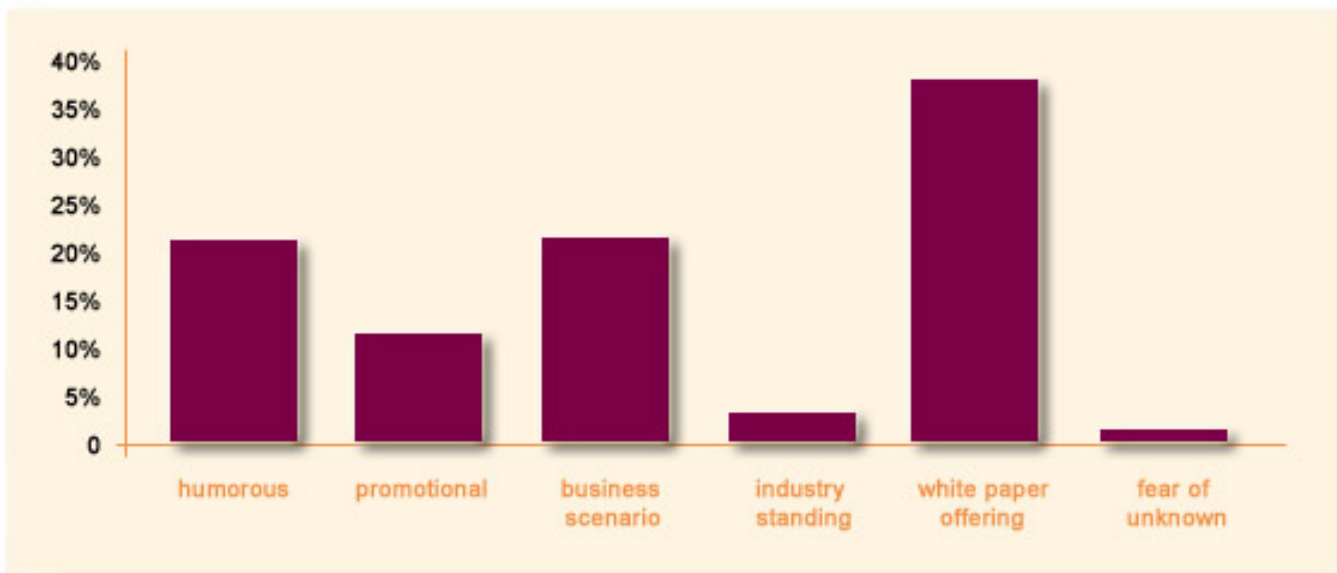
- The e-mail's purpose should be clear:
  - a. Branding
  - b. Lead generation
- Maintain the look and feel, from email to landing page. Convert the first email banner image (headline) into the sales person's follow up email. This promotes continuity to your reader and increases familiarity with the campaign and your business.
- Place your "call to action" in the top two inches of the screen.
- Length of email: two to three short paragraphs with targeted & valuable offers and a minimum of four links. Write the copy with the "What's in it for me (your target)?" approach.
- Graphics: relevant, meaningful and help tell the story. Use compelling banner.
- Subject line: limit to 7-8 words, and lead into your message – Insert your business name in some cases.
- Leverage known brand names when possible.
- Test offers (A/B) with prospects.
- Track:
  - a. Result Report (i.e., clicks, opens, bounce rate, non-responses, etc.)
  - b. Micro Site/landing page traffic
  - c. Online registrations and drop-offs
  - d. Offline 800 phone line (dedicated number to campaign)
- Analyze creative elements, ask for opinions & feedback.





# Email Marketing Research

## Ad Types: Most Likely to Respond



Source: Marketing Sherpa / CMP Media, Attitudes and Online IT Advertising Survey, 2005

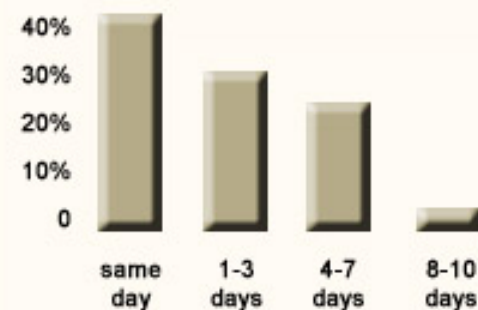
### IDM Best Practices Tips

- Offer random drawings of some value as secondary enticements to increase response rates and attendance at webinars, seminar events or research specific campaigns
- Develop thought-provoking and very targeted white papers that are relevant and timely for your intended audience

“  
Offers like iPod -  
**65%** interviewed  
indicated they would  
**like one**  
”

## Leads Get Cold Quick!

Marketing Sherpa makes a great point in that leads get cold quickly (35% in the same day), so employ a speedy short-term and long-term nurture strategy along “your” profiled Customer Decision Making Path. You’re wasting time and money if you don’t have a system in place before you launch your marketing program. Source: Marketing Sherpa IT Marketing Benchmark Survey, June 2005





## Overall Email Response Rates Have Declined

Since 2005, email response rates have declined tremendously due to market pressures (spam, business/non-business email, etc.) and other competing media. Unless you develop your marketing creative and content (including offers) specific to a highly targeted audience, your chances for success are unlikely. So, how do you cover your bases? Following the best practices described earlier, integrate your marketing campaign and most importantly, have an online/off-line conversion strategy – Be proactive.

### Sources:

Marketing Sherpa  
BtoB Magazine  
Harte-Hanks CiTDB  
Direct Marketing Association

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