



# Marketing Toolkit - 2016

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increase your reach

# Jump Start 2016 with our Top 7 Trends

## Multi-Channel Marketing – Integrate your Efforts

Broadcasting your message successfully means reaching out to your target audience across different, yet integrated channels. A multi-channel marketing campaign allows your brand to become an integral part of the customer's life. For example, a direct mail piece can send your customer to a personalized website ("PURL") with an offer tailored just for them. From the website, visitors can be encouraged to join your text messaging campaign, which can, in turn, drive viewers to "Like" your Facebook page for additional news and social media-only discounts.

By maintaining a responsive customer relationship, you will build a brand that will outshine your competition every time!

## Print Marketing – The New, Old Cool


Print marketing continues to make a significant and growing impact on how businesses market to their target audience. With unique mailers such as dimensional pieces and personalized variable maps from your business to theirs, your audience will pay attention to your message. Expect a strong ROI when using print marketing integrated with other marketing channels!

## Local Search – Be Found, Be Successful

Search engine optimization ("SEO") is changing to be more local-centric. With more users looking for businesses and services near them, ensure your site contains geo-specific targeted keywords and copy. Social reviews of your business on sites such as Yelp factor into rankings and perceptions about your business. Negative reviews can cost you revenue and diminish your reputation. Strengthen your customer service and provide exemplary customer support with each interaction you have.

## Social Bonding – Give to Get

Social media success doesn't necessarily mean having a large audience. Your followers want to have a continuing return on their relationship investment with you. Provide social-only discounts, news, and quality information to strengthen their loyalty. The more your audience engages with your content, the more likely they'll see your posts in their



feeds and share your content with their social networks. This means your brand stays top-of-mind, increasing the likelihood of a purchase.

## Online Ads – Display Yourself

With Facebook's audience at more than a billion users and commanding 1/3 of the display ad market share, social ads are where it's at. Targeting key interest users with compelling ads can bring new awareness to your business and increase your social audience. User recall rates skyrocket after seeing friends "Like" an ad (Experian Hitwise). Be sure to start 2014 with a strong Facebook presence that is informative, engaging and tailored to your audience.

## Email Marketing – You've Got Mail

Email marketing is as healthy as ever. With an organically grown list, you can target and remarket to your customer base at will. Sometimes a simple email, offering a discount or special, can provide a boost in sales and interest. Remember to follow the 40/40/20 rule (40% offer, 40% list, 20% design) when crafting your message. Focus most of your efforts on creating a tantalizing offer for the right audience with a strong call-to-action and a succinct design. Do not forget to review the conversion and response rates to improve your customer knowledge and your future offers.

## Mobile Marketing – Sell with your Cell

More than 50% of adult Americans use their cell phones to go online. With the average smartphone owner spending 127 minutes per day using apps, you need to make sure your brand is at your customer's fingertips! Ensure that your website is compatible with mobile devices, update your social media and send your best deals to your best clients via text. To stay trendy, place a QR code on your marketing material, making it easy for smartphone users to locate your site.

## How Does Your Business Rate?

This brief assessment allows you to rate yourself on several key areas, allowing you to see where you stand with your marketing efforts. For the best results, be honest with yourself on how your company is doing.

### Multi-Channel Marketing

Online, print and mobile efforts should work in unison to effortlessly reach your customer multiple times a month. An effective multi-channel marketing strategy puts your best foot forward and drives your key messages, all while establishing a strong presence for your company and the products and services you provide.

#### ASSESSMENT

Circle the number that best corresponds to how your business rates on the following items:

Our company has devised and regularly updates a marketing strategy that integrates our online, mobile and direct mail efforts to reach new customers. We use display ads, a strong social media presence, and exciting print advertising to educate potential customers about our brand and our products.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

We refine our multi-channel marketing plan after analyzing our conversion rates and customer response. We maintain an adaptive, nimble and responsive presence on all media fronts.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

We use multi-channel marketing to strengthen our customer relationships. We regularly reach out to, and follow up with, our past customers using targeted emails, direct mail and text messaging. We engage customers with Facebook coupon offers or games, mobile apps and online contests.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

## Direct Marketing

In order to truly reach out to your target audience, your marketing efforts need to be personal, flexible and most of all direct. Your direct marketing strategy should have measurable results that can be easily tracked and analyzed, allowing you to understand your strengths and weaknesses to optimize future campaigns.

### ASSESSMENT:

Circle the number that best corresponds to how your business rates on the following items:

My company's direct mail pieces are personalized to each recipient and are based on segmented and researched lists.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

Our marketing pieces communicate our key messages in a direct, benefits-driven way.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

Our marketing materials feature great designs that really stand out and clearly communicate the value our company provides.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

## Online Marketing

Customers are utilizing the web to search for products and services more regularly than any other medium. To be found by potential customers, you need a holistic online marketing strategy that drives traffic to your website, improves your search engine rankings and engages your site visitors.

### ASSESSMENT:

Circle the number that best corresponds to how your business rates on the following items:

My company is proactively using search engine optimization (SEO) best practices for our on-page and off-page optimization to drive qualified traffic to its website.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

We have a social media plan to create a thriving community, grow our fans and measure the effectiveness of our communications.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

We actively measure our paid search performance to maximize our ad spend and increase our ROI.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

The design of our website is not only attention-grabbing, but is easy to navigate and allows visitors to find the information they need quickly.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

## Email Marketing

Email is a proven way to effectively reach out to your customers and target audience. Your competition is vying for the attention of your customers, so in order to truly stand out, your techniques must feature strong calls to action, compelling content and intriguing subject lines.

### ASSESSMENT:

Circle the number that best corresponds to how your business rates on the following items:

We organically grow our email lists and segment them for maximum effectiveness.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

Our email marketing messages use A/B subject lines for testing purposes.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

We have an accurate tracking system in place that shows the effectiveness of our email marketing strategies, including open rates, bounce rates and key metrics.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

## Mobile Marketing

When it comes to your marketing campaign, have you considered the millions of users across the world who depend on their iPhones, Androids and tablets on a daily basis? With instant access to the web anywhere, anytime, your customers can now find the information they need on the go, including the products and services your company offers.

### ASSESSMENT:

Circle the number that best corresponds to how your business rates on the following items:

Our company's website has a mobile version that provides an easy-to-navigate format for users looking for our products and services on the go.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

We regularly reach out to our target audience through text messaging, mobile apps and other permission-based mobile advertising.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

Many of our marketing materials include QR codes, which lead users to valuable content they are likely to share with others in their social networks.

NEVER		SOMETIMES		ALWAYS
0	1	2	3	4

## How did you do?

To find your marketing success score, simply add up the totals from your circled numbers.

### Score: 52-64

Your marketing efforts are running quite smoothly already, but there is always room for improvement. Remember, if you remain complacent, your competitors will eventually catch up to you! Continue to strengthen your position with AlphaGraphics, a partner that understands business marketing.

### Score: 29-51

Your marketing efforts are satisfactory, but you may lack a comprehensive plan that really drives your key messages and incorporates multi-channel, cross-media communications. Work with AlphaGraphics to develop a strategy and implement solutions that will take your business to the next level.

### Score: 0-28

Your marketing efforts appear to be deficient and are likely not getting you the results you need and deserve for your company. Work with the team at AlphaGraphics for a comprehensive marketing strategy that effectively reaches the people who matter most to your business.

AlphaGraphics is a marketing communications company with a team of professionals who know what it takes to build a marketing plan around your business' unique goals, market and key messages.

Do you have questions? Would you like to improve your marketing results? Visit [AlphaGraphics.com](http://AlphaGraphics.com) to find a business center near you.