**Multi-Channel Marketing**

*Utilizing the right platforms to reach the right audience*

*(aka Cross-Media, Cross-Channel, Omni-Channel)*

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When it comes to prospects and customers all marketing channels, both online &offline, need to be considered.

It Needs to Be:

* + Personal
	+ Relevant
	+ Engaging
	+ Consistent branding and messaging
	+ The clients preferred method

*Enhancing applications with personalization and cross-media*

 *improves the customer experience and increases ROI.*

 **3** The average number of media types utilized in a campaign

**35** Percentage of respondents linking print and digital media

**49** Percent of campaigns that have combined print and digital media

 (Source: Micro to Mega: Trends in Business Communications, InfoTrends)

|  |  |  |
| --- | --- | --- |
| **Campaign Media Combinations** | **Response Rates** | **Conversion Rates** |
| **Print only** | 6.26% | 7.08% |
| **Print and e-mail** | 7.26% | 8.83% |
| **Print and social media** | 6.33% | 7.46% |
| **Print and mobile applications**  | 5.65% | 6.42% |
| **Print, e-mail, social media and mobile applications** | 7.49% | 9.21% |
| N = 443 SMB FirmsSource: Micro to Mega: Trends in Business Communication, InfoTrends 2015 |



**Adding just one additional channel lifted response!!**

**Utilizing multiple channels reaches a larger audience vie their preferred method**

**The Best Way to Reach New Prospects**

***What is the best way for companies that don’t have an existing relationship with you to send you marketing messages?***

N = 2,000 Consumer respondents in the U.S. and Canada

Source: Annual State of Marketing Communications: Consumer Survey; Keypoint Intelligence – InfoTrends 2017

**A few key stats about multi-channel….**

A little bit about us…

We help customers attract, serve and retain clients via the print, mail & digital mediums. For almost 60 years our clients, distributors and re-seller partners throughout North America have trusted us to produce a wide variety of marketing, mail and transactional communications.

Please drop us a line or give us a shout… info@margraphics.com or 800-851-4460