



RainCastle

INTEGRATED MARKETING SERVICES: What's the Big Deal?





What's the big deal about integrated marketing services?

This eBook shows you how to use the growing variety of marketing channels, in concert, to advance your brand.

1

Integrated Marketing: What to do About Audience Fragmentation

It seems that there is an app for everything, a social channel for everyone, plus traditional offline media just in case we're worried about not covering all the bases. What we don't have is enough real content creators or marketing dollars to reach increasingly fleeting audiences.

The growth of available channels for marketers has resulted in a fragmentation of messages and audiences, not unlike the growth in quantity of cable TV channels and the subsequent fragmentation of those viewing audiences. Trying to leverage the many popular marketing channels like Twitter, Facebook, YouTube, LinkedIn, blogs and the multitude of new apps, etc., not to mention all of the offline channels — without benefit of a singular, unifying marketing strategy — is likely to yield as much success as channel surfing in order to find the right TV channel broadcasting the right show at the right time.



How do you choose where to place your marketing message in a fickle and fragmented environment? This is where Integrated Marketing, “the combination of marketing tactics to help deliver one marketing strategy” (John Jansch- Duct Tape Marketing) comes in.

2

Integrated Marketing Starts with the Customer

Integrated marketing is about understanding your customers and defining the right combination of channels — online and offline — to reach them, which is essentially a tactical exercise. But before you can assign tactics, you must have a marketing strategy that projects a single-minded message and voice.



3

Applying Integrated Marketing in the Real World

Integrated marketing requires that your company identify and align on the one thing, above all, that you want to be known for, and use that as the brand filter for everything you do.

Suppose you are a high-tech company and learn that what your clients really appreciate is your firm's knack for helping them generate actionable insights from their big data. While you may wish to focus on your full end-to-end software platform, the real strategy opportunity may be in shouting out how your team's data insight makes the software sing.

An integrated marketing approach derived from this high-tech company's "data insight" might include:

- A magnifying glass or "brain made of data" icon as a ubiquitous branding element
- A blog focused on real-world actionable insights clients have had with their product with a "call-to-action" (CTA) leading to a demo or video
- A podcast or video interview with your VP of Product Development, on how to extract insights from big data using your software
- User conferences and / or tradeshow executive briefings



- eNewsletter identifying new product features, benefits and success stories
- A modular product demo that can be used at a tradeshow and repurposed on the web and blog and also for tweeting
- Advertising promoting your Data Insight seminars in print, social media, and direct mail

Because big data insight is what this firm shines at, a hypothetical approach like this would confirm this company as the go-to firm for big data insight and would raise the company's search ranking for relevant terms. With all of the above elements working to focus your prospects on your unified marketing strategy, the odds that they will focus on price first, will greatly diminish.

4

How to Get Started with Integrated Marketing

It's not easy to integrate brand and marketing tactics into a wide suite of processes, materials, and messages that will need to be coordinated by different people, driven by different objectives and brought to life in different places within the organization. But that is exactly what you need to do. If it were easy, you probably wouldn't be reading this eBook!

I can't emphasize enough, the importance of first taking the time to consult with your customers and internal teams in order to tightly define your **brand positioning** (how your brand differs from competitors) and **key brand message** (the subset of the positioning that singularly addresses your audience's need).

With a tightly defined brand, executing an integrated marketing program is much less complicated than following an "organic" approach to integration. Beyond that, it is fair to expect that integrated marketing will take time to permeate the marketplace. If you start with the assumption that the 3 F's apply, you are more likely to maintain the focus that all marketers need to cultivate:



- Today's audiences are **fickle** - they are chronic multi-taskers even as studies are beginning to show that multitasking is often shorthand for "divided attention to the tasks at hand."
- They are **frenzied** – being pulled in many directions and working in a mobile environment means everything demands immediate attention.
- They are **fragmented** – the oft-lamented "short attention span" is a cliché for a good reason.

By leveraging your brand and following these tactics, your company's integrated marketing services will have a much better chance to reach and resonate with your audience.



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