



INTEGRATED AD CAMPAIGNS THAT WORK FOR WEB

BRANDING VS. MARKETING

Branding is:

...a person's gut feeling about your company. Strong brands build relationships with their customers, creating a loyal base which allows them to claim greater market share and more easily achieve business goals.

See "Branding 101: A Primer for Small Businesses" at www.cairril.com/articles.html

Branding is put into action:

...through every interaction a customer has with your company.

Marketing is:

...defining your target market, then persuading your target market to buy.

Marketing is put into action through:

- Promotional materials
- Advertising (print, broadcast, Web)
- Public relations

"Brand is forever"; marketing/advertising are specific, time-based campaigns

- must fit in with brand
- must differentiate from brand so people know it's special

PLANNING YOUR CAMPAIGN

- Brand-building vs action-oriented
- *What* motivates your customer?
- *Where* are they most open to your message?
(try to sell a Ferrari at the Home Show)
- *When* do they buy? (bahamas resort in winter)

CHOOSING YOUR CHANNELS

- Appropriate for the target market & campaign
 - if biz driven by WOM, no Yellow Pages
 - time-specific ad offer, prob not magazine
- Multiple channels for maximum impact: need “7 impressions”
- **Print:** Ads (magazine, newspaper, newsletters, event programs, etc), business cards, brochures, annual reports, direct mail
- **Broadcast:** Radio, TV, voicemail, podcast, film
- **Internet:** Website, e-mail, blog, RSS, wiki, e-newsletter, podcast, webinar, forum, social networking
- **In-person/Word-of-mouth:** Networking, volunteering, public speaking, trade shows, public events, referrals, brick-and-mortar
- **Environmental:** Signage, billboards, trade show displays, retail displays, POP, corporate fleet, hot air balloon!
- **Products:** Bags, hats, pens, keychains, mugs
- **Public Relations:** Sponsorships, underwriting, events, press releases

DEVELOPING CREATIVE

- Copy: hook, action item, informational
- Composition: rank information
- Imagery: appropriate to campaign & brand

INTEGRATION

- Carry through key elements so there are recognizable relationships
- Landing page: build confidence
- Specific action steps: make it compelling
- Sugar! Takeaway such as coupon, white paper, video, etc: *Reward the visitor*

FOLLOW UP: YOU’RE NOT DONE YET

Critical to market success!

- Measurements: Web stats, Sales figures
- Follow-on actions: PR, Thank you notes
- Planning: plan for next campaign

EXAMPLES

UPS post-redesign

Removing the “how we do it”

<http://youtube.com/watch?v=WBW7awLN6Go>
<http://www.youtube.com/watch?v=uvq3UmvULR4>

Including the “how we do it”

http://www.youtube.com/watch?v=KJ_ZSLt-HvQ
<http://www.youtube.com/watch?v=jaJmokKJFic>

Website: <http://www.ups.com>

WS Homes Smithwood Open House Ads

- Print ad
- Flash ad
- Post-It ad
- Website (landing pages)

RESOURCES