



Thinking of launching a multi-channel campaign?

That makes sense. When your goal is to reach prospective customers wherever they are, on whatever device they're using and whatever content they're browsing, a single touch is just a start — like saying “hello.” A multi-channel campaign lets you initiate a relationship — say, with an email message — then, when they've shown interest, court your prospects through additional touches, such as banner ads or even direct mail.

A Multi-channel campaign of two or more components generates a significantly higher response rate than a single tactic because you're able to reach the same people in different ways at different times on their different devices. Start with “hi,” then reach out again, and again, to remind your prospects of the merits of your brand and product and how you serve their needs.

HOW A MULTI-CHANNEL CAMPAIGN WORKS

EMAIL A good place to start your campaign is with an email message, as email provides you space for a personalized note to your prospects and delivers it directly to their inboxes. This is your handshake, as you begin to make a connection.

Emails are sent to your target audience, customized for you by specifying traits such as their...

- Geographic location
- Purchase history
- Demographics
- Apps downloaded
- Lifestyle and interests

LANDING PAGE Once a consumer has received your email and is inspired to click through, a landing page is a strategic next touch point. This special page is branded with the look and feel of the email and is designed to build on your message and nudge them toward your product. The landing page is also an excellent place for you to place an order form or request consumer information.

BANNERS You've captured their interest with your email, now a reminder is in order. Banner ads provide a quick visual hit, coupling a compelling design with a clear call to action. Banners may be sent just to people who responded to the email after they opened it or clicked on the message, or they may be sent to the entire target audience, concurrent with the email deployment.

RETARGETING Good work! You've driven a lot of interested prospects to your website. The last step of your campaign, once they've left, is to make sure these site visitors continue to see your brand by sending them banner ads on the apps and sites they're browsing. You've initiated a relationship, and these ongoing visual reminders are an excellent way to nurture it.