



Creating a Successful Multi-Channel Marketing Campaign

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May 2016

**WHEN WAS
THE LAST TIME
YOU DID
SOMETHING
FOR THE
FIRST TIME**



NO

Reps

today

Please

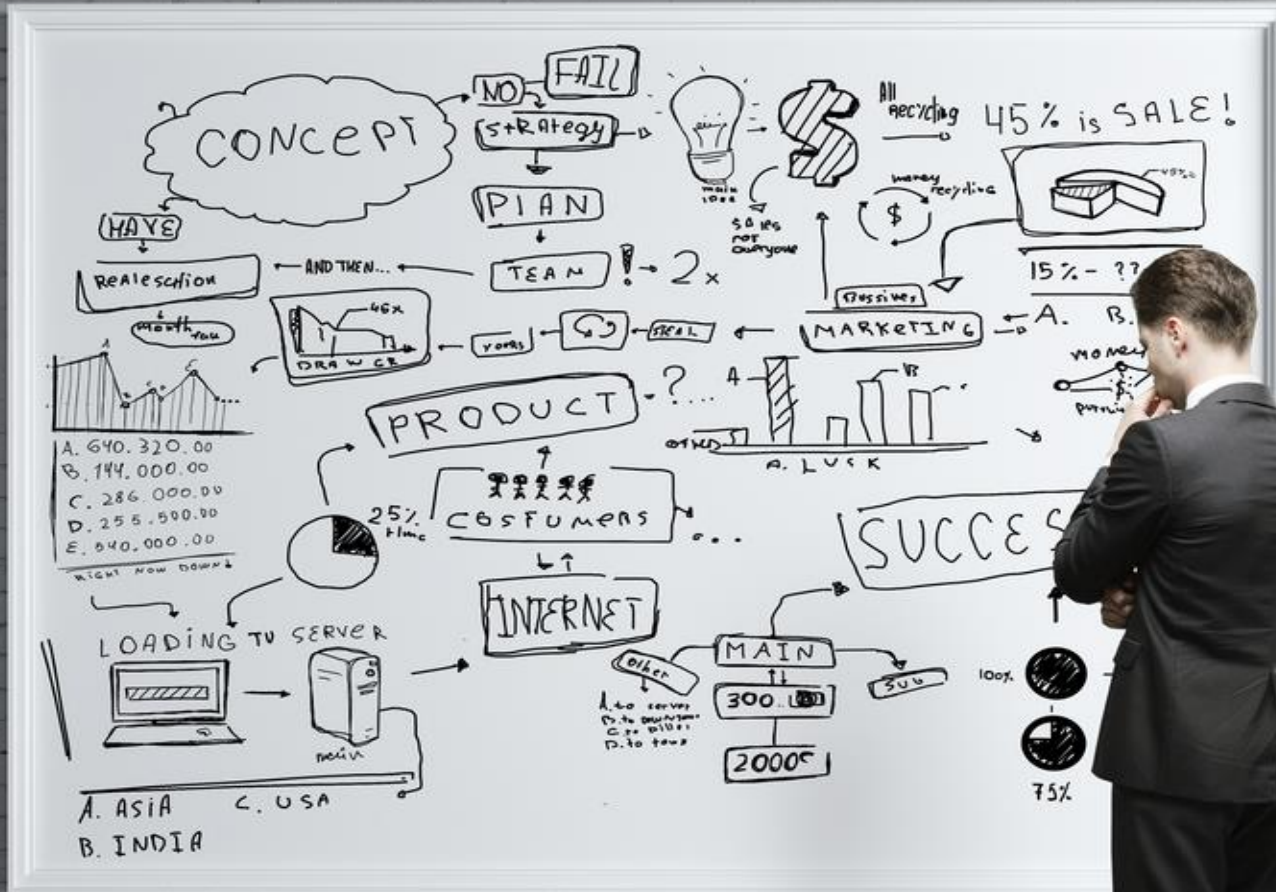
Thank you

THIS IS THE OFFICE OF
FAMILY PRACTICE
ENTRANCE TO

Creating a successful Multi-Channel Marketing Campaign requires....

- Setting Clear Objectives & Forecasting Impact
- Determining Investment by Customer Segment
- Identifying Creative Needs by Channel
- Measuring Engagement, Impact & Return

MCM CAMPAIGN PLANNING



MCM CAMPAIGN PLANNING

CAMPAIGN OBJECTIVES

STRATEGIC CONSIDERATIONS

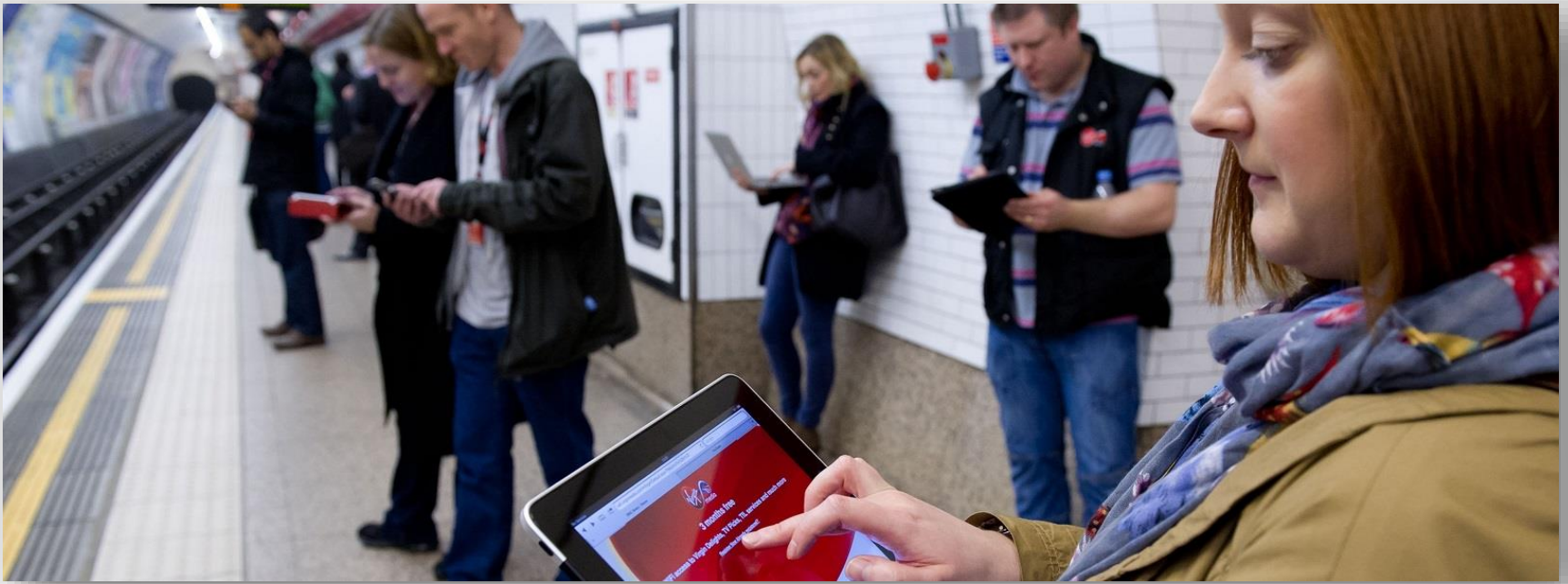
CAMPAIGN INVESTMENT

CREATIVE DEVELOPMENT

TEST DESIGN

ANALYTICS

CUSTOMER EXPERIENCE



Gartner predicts by the end of 2016, 89% of companies will compete primarily on the basis of customer experiences.

~ CUSTOMER EXPERIENCE ~

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CAMPAIGN OBJECTIVES

Define quantitative goal

Among a target audience

In a specific timeframe

Within a required investment

Campaign
Objectives

* *Quantified*

* *Segment*

* *Timing*

~ CUSTOMER EXPERIENCE ~

CAMPAIGN OBJECTIVES

Define quantitative goal...*Increase brand message awareness from x% to y%*

Among a target audience...*for Segments 1-3 PCPs*

In a specific timeframe....*by end of Q3*

Within a required investment....*at a cost of \$1 million or less.*

Campaign
Objectives

* Quantified

* Segment

* Timing

~ CUSTOMER EXPERIENCE ~

STRATEGIC CONSIDERATIONS

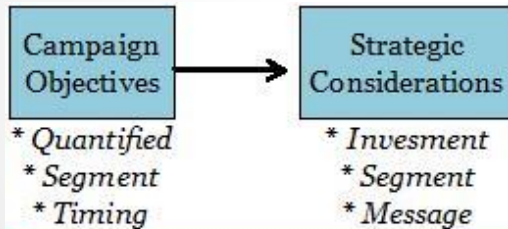
Brand message recall metrics for the creative...*above, below or at norm*

Investment level...*for Generalist and Specialist segments*

Optimal media mix...*mass media and targeted*

Optimal channel mix...*which channels work best together*

Message sequence...*awareness and sample offers*



~ CUSTOMER EXPERIENCE ~



CAMPAIGN INVESTMENT

Market Mix Model outputs...*% budget allocation by channel*

Rx Impact analyses...*sales impact by customer segment*

Test results...*optimal investment by customer segment*

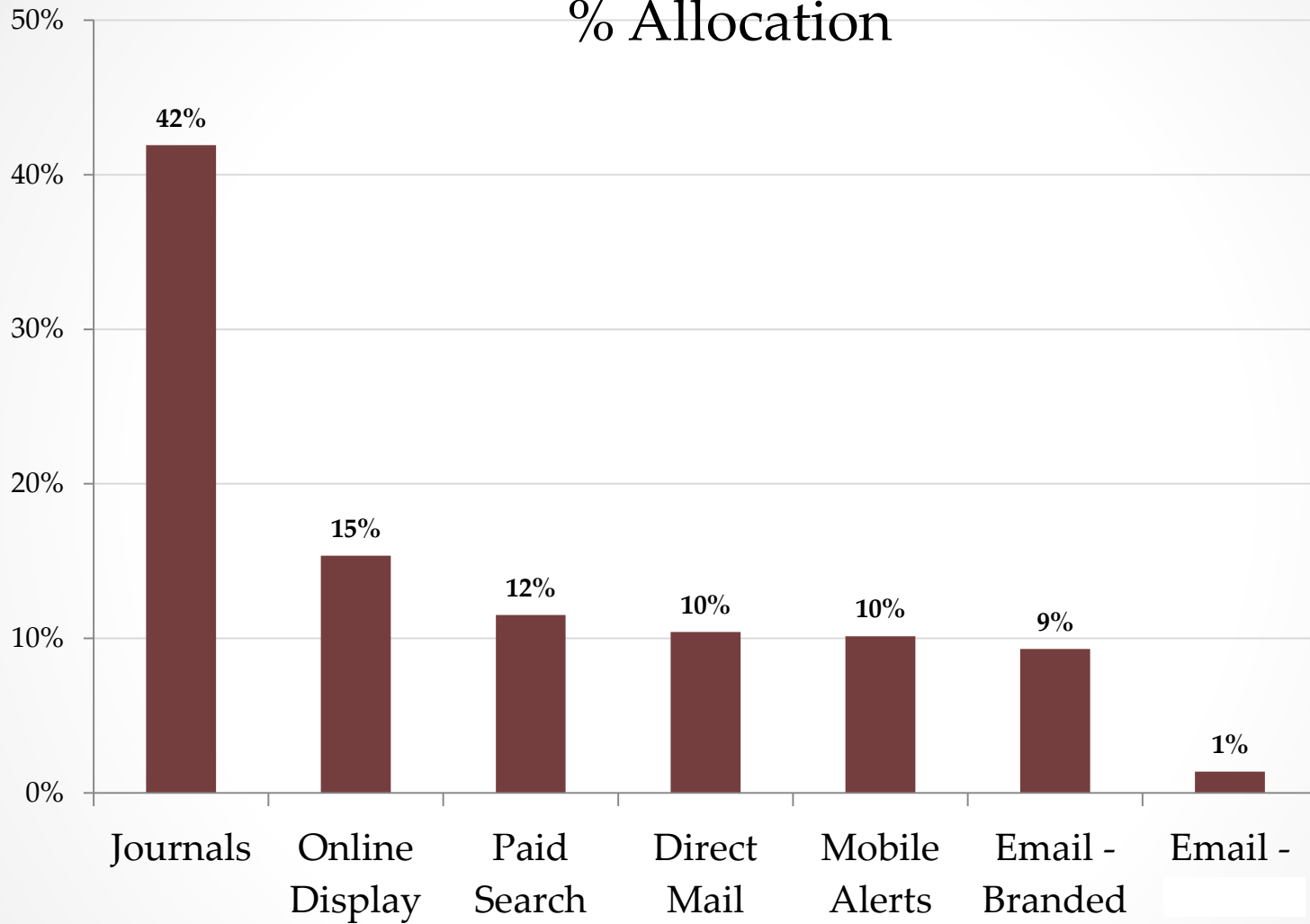
Tactical media decisions...*cadence and pulsing of the campaign*



~ CUSTOMER EXPERIENCE ~

Recommended Channel

% Allocation



MEDIA MIX	Direct Mail	Email	Journals	Mobile Alerts	Online Display	Paid Search	Tele-Services
AWARENESS							
\$500,000	7%	5%	52%	5%	13%	11%	7%
\$1,000,000	6%	3%	60%	3%	15%	9%	6%
\$5,000,000	4%	2%	69%	2%	17%	3%	4%
SAMPLE OFFERS							
\$500,000	18%	7%	0%	8%	48%	0%	18%
\$1,000,000	15%	7%	0%	8%	54%	0%	15%
\$5,000,000	11%	6%	0%	7%	64%	0%	11%
NON-SAMPLE OFFERS							
\$500,000	0%	5%	57%	5%	14%	12%	7%
\$1,000,000	0%	3%	64%	3%	16%	9%	6%
\$5,000,000	0%	2%	72%	2%	18%	3%	4%

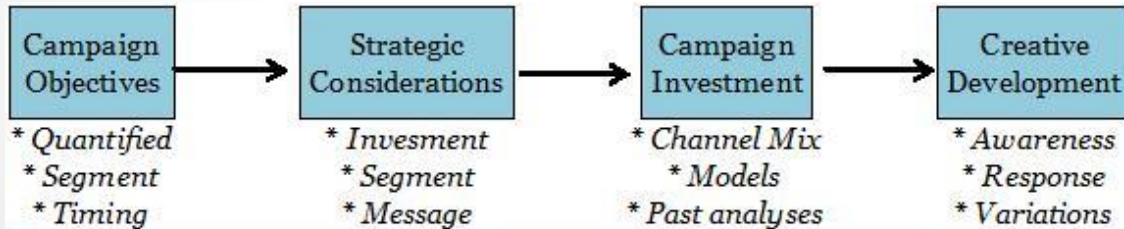
BUDGET (000)	Total	Gen	Spec
Journals	838	561	277
Display	307	206	101
Paid Search	230	154	76
Direct Mail	208	139	69
Mobile Alerts	203	136	67
E-Mail	214	143	71
TOTAL	2000	1340	660
# HCPs (000)	97	85	12
\$ per HCP	\$21	\$16	\$55

CREATIVE DEVELOPMENT

Awareness

Sample offer and Call-to-Action language

Variations to core creative for customer segments



~ CUSTOMER EXPERIENCE ~

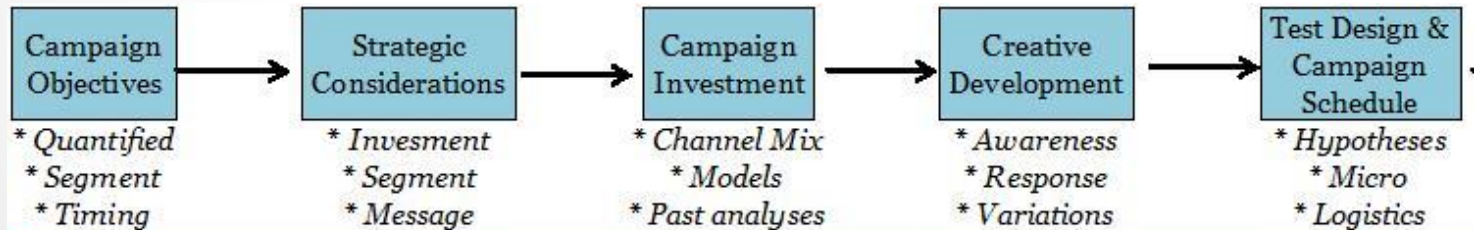
TEST DESIGN

Hypotheses...*stated in the context of the target segment*

Test matrix...*specific tests for specific segments*

Evaluation Metric...*precise goal for each test*

Micro Tests...*e-mail subject line, time of day and day of week*



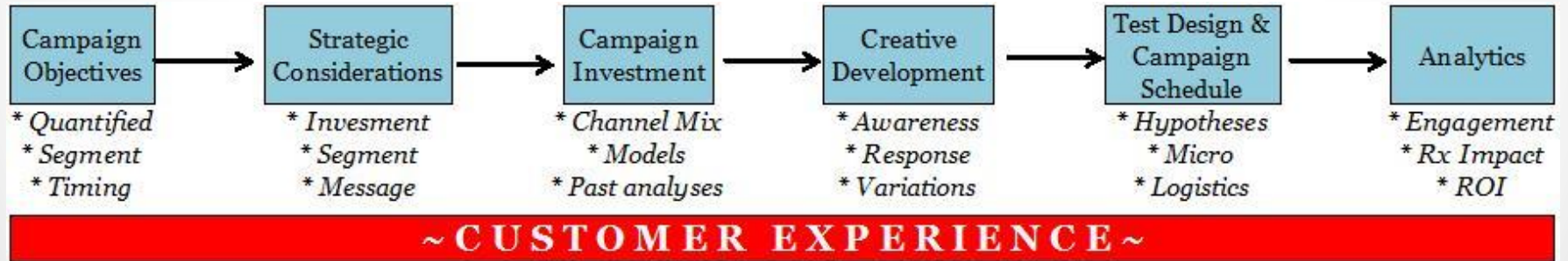
~ CUSTOMER EXPERIENCE ~

ANALYTICS

Engagement...*actions taken by recipients of MCM promotions*

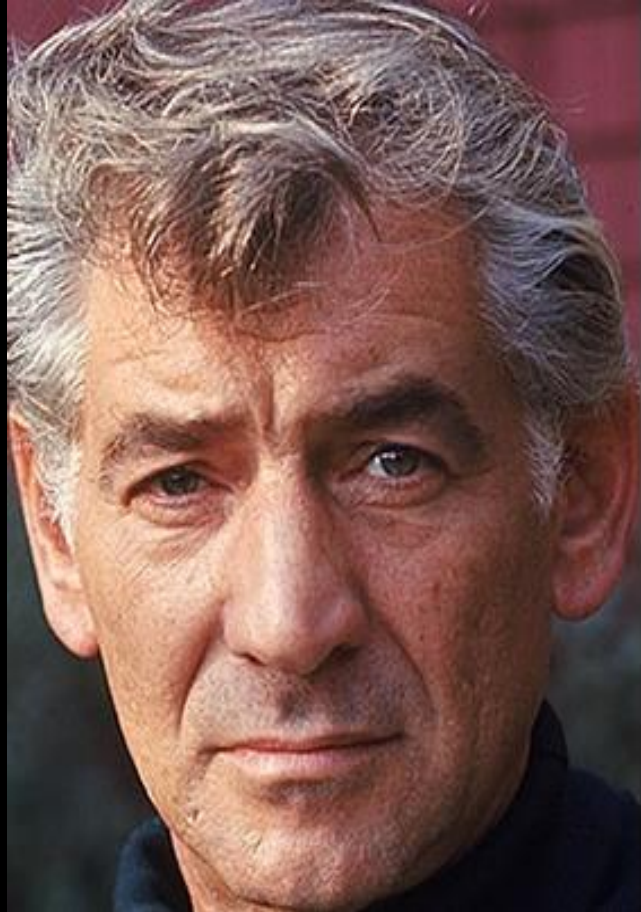
Rx Impact...*change in behavior against a control group*

ROI...*return on investment by segment and campaign*



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I'm no longer quite sure what the question is, but I do know that the answer is Yes.

— *Leonard Bernstein* —

**STOP HERE,
MAKE A WISH..
GO AWAY...
AND MAKE IT HAPPEN.
#ORACULO PROJECT**