



Cross-Media Tactics For Communicating With Customers Can Increase Your Response rate by 35%

According to an October 2011 InfoTrends study, Capturing the Cross Media Direct Marketing Opportunity, marketers reported their organizations employing a growing number of media channels in their marketing efforts, as well as using a comprehensive mix of digital, print, and more.

The survey found marketers using an average of 2.7 media channels for a typical campaign -- such as websites, direct mail, e-mail, magazines, social media, and more -- and that 53.1% of marketers use 3-5 marketing touches per campaign. Next to a company's website, direct mail is the marketing channel most often cited as used.

InfoTrends' research has also found that the use of multiple media types can improve response rates by as much as 35% in relation to print-only campaigns.

Conclusions for marketers from the comprehensive report include:

Economy, technological advancements, and cultural changes will continue to drive cross-media direct marketing opportunities;

Customer engagement and interactivity will be essential to marketers of all types...It is print, mobile, online, and social;

Campaigns need to communicate with customers and prospects through multiple channels;

Communications strategies need to create uniquely powerful opt-in preference driven databases to enhance future communications.

About: In conducting this study, InfoTrends deployed Web-based questionnaires to 200 advertising agencies and over 500 marketers. In addition, in-depth interviews were conducted with high-level executives from various agency types, as well as with marketers across several vertical industries.

Source: Infotrends, Capturing the Cross Media Direct Marketing Opportunity, PPT presentation for Publishing Exchange Conference, March 2011.





Small and Medium Business Owners Marketing Summary Report

By Pitney Bowes

“Traditional and new digital marketing methods are co-existing to create effective campaigns. Business owners are integrating various channels in order to properly serve the needs of their wide range of customers though there continue to be barriers to integration for many.”

Material/Activity Tested:

Small and medium businesses attitudes towards and use of a variety of marketing tactics: Social media, email, direct mail, advertising, QR codes and mobile.

Methodology/Sample:

From April 20th to April 27th 2011, an online survey was conducted among a randomly selected, representative sample of 500 American adults that are business owners with 1-99 other employees, and who are Springboard America panel members. The margin of error which measures sampling variability is $\pm 4.4\%$, 19 times out of 20. Discrepancies in or between totals are due to rounding.

Top-Line Results:

The majority of small and medium businesses (76%) state that their ideal marketing mix is a combination of traditional and digital communications.

Email and advertising are what respondents use most often (68% most often use email and 60% most often use advertising), followed by social media (50%), and direct mail (44%).

Advertising (43%), email (38%), and direct mail (36%) are deemed to be proven most effective with response rates, purchases, and more.

In the last year, the most popular new channel being added by small business owners is social media, with 20% of those surveyed just beginning to use it, followed by mobile marketing (12%)

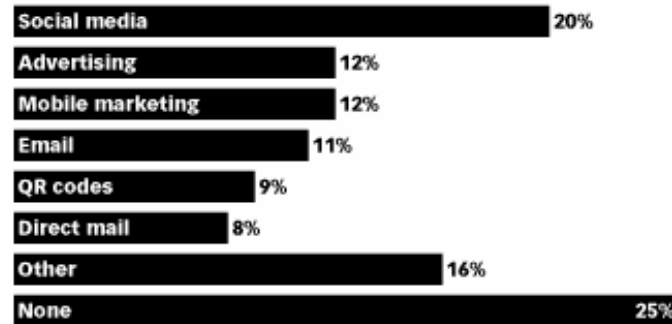
The newest tool to enter the marketing mix is Quick Response (QR) codes. While some respondents acknowledge a lack of understanding and perceived complexity toward them, among those using them, almost half are using them on their business cards (45%) and integrating them in direct mail (44%).

Take-Away:

The results are an indication that traditional and new digital marketing methods are co-existing to create effective campaigns. Business owners are integrating various channels in order to properly serve the needs of their wide range of customers though there continue to be barriers to integration for many.

New Marketing Tactics Used by US SMBs in the Past Year, April 2011

% of respondents



Note: n=474
Source: Pitney Bowes, "Small and Medium Business Owners Summary Report," May 20, 2011

Reasons that US SMBs Use Select Marketing Tactics, April 2011

% of respondents

	1 Email	2 Social media	3 Direct mail	4 Advertising	5 QR codes	6 Mobile marketing
Ease of use	60%	53%	40%	39%	34%	32%
It is cost-effective	59%	54%	31%	30%	19%	27%
Comfort and knowledge in this area	40%	39%	35%	38%	24%	18%
Proven effectiveness with response rate, sales, etc.	38%	30%	36%	43%	17%	18%
My competitors are using this channel	20%	30%	22%	28%	29%	25%
None of these	4%	3%	9%	7%	11%	16%

Source: Pitney Bowes, "Small and Medium Business Owners Summary Report," May 20, 2011



Businesses are using the consumer playbook when it comes to Video

As the divisions between work and personal life have faded, business-to-business companies are reevaluating how best to engage decision makers. With each individual able to carry their business around with them on a tablet or phone, business has sought a number of ways to reach on-the-go executives, which has meant taking a growing number of approaches from the consumer playbook.

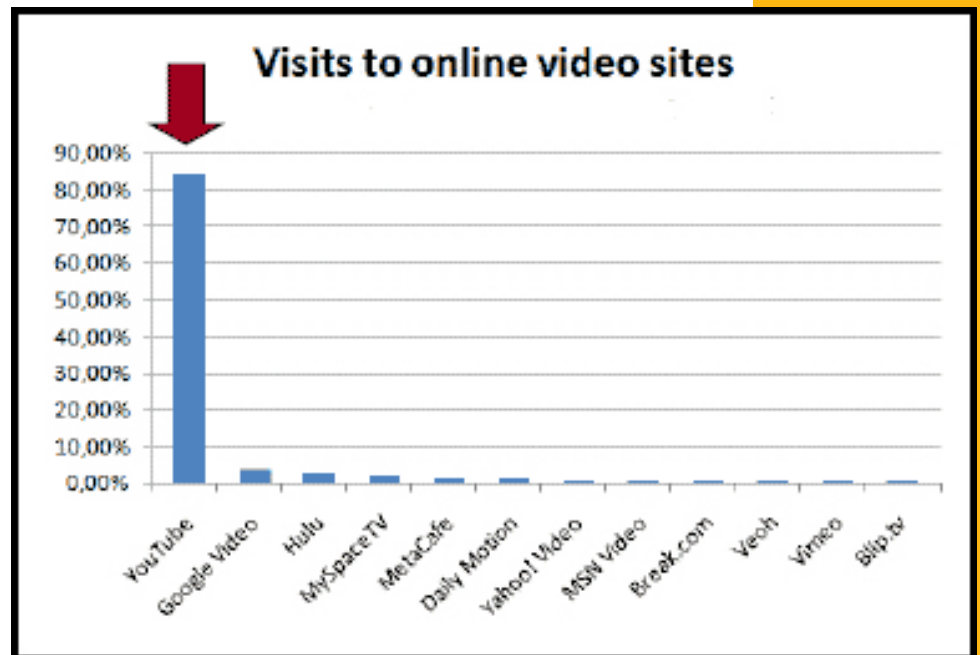
Business is being conducted with increasing flexibility, as more employees work remotely and on-the-go executives are expected to always be on, whether checking email on their smartphone during the commute or reviewing a presentation on their tablet at home. That information that you gave in the one-hour pitch is going to be processed and passed around. If you leave behind a great video, that information is transferable to the rest of the organization to influence the decision.

Business-to-business companies have increased their presence online over the past several years to cater to a growing number of decision-makers turning to the internet for information.

Google and Compete polled more than 1,600 B2B executives in the US and tracked the online activity of B2B websites. In addition to a high preference for search engine use among B2B influencers, the study also showed an increased reliance on more video information sources. Data collected showed B2B-branded searches on YouTube more than doubled over the last year. And as more brands use video content assets to share product-specific information, provide demos and offer testimonials, these numbers should continue to grow.

This video info-gathering activity doesn't just occur on desktop devices. Google and Compete found 25% of all B2B online purchase researchers accessed the web from their mobile devices.

C-level executives—often an elusive but desired target audience—were more likely to use mobile devices than the general US business population. In fact, 28% of C-suite execs used mobile devices and 21% used tablets to gather purchase information, compared to 25% and 12% of the general B2B audience, respectively.





Local Chefs & Lions help Forgotten Soldiers

Giving back to the community is part of what we do at Auburn Printers & Integrated Marketing and being a part of the Auburn 49er Lions Club allows us to do that. The 49er Lions Club partners with another non-profit organization to raise funds which will be put back into the community. This year's recipient was The Forgotten Soldier Program. Approximately 100 local "chefs" volunteered to prepare and serve a favorite entrée, dessert, or side dish.

If you have participated in prior years, you already know that this event is not only a fundraiser but is also a fun evening for the entire family. It is impossible to list all the supporters of this event. Some of the Celebrity chefs were from the Auburn City Council, Auburn Recreation District, the Auburn Police Department, Bel Air-Raley's, Kiwanis, Bootleggers, Sugar Plump Fairies, Sutter Auburn Faith Hospital and some many more.

It takes each and every chef, volunteer and attendee to make the Celebrity Chefs Cooking for Community Service a great event. Forgotten Soldier Program and the Auburn 49er Lions would like to shout out a big "thank you" to all who participated in this year's event.

