

How to Bridge the Divide Between Online and Offline Marketing

The Marketeto logo is located in a white circular graphic on the left side of the image. It features a purple signal strength icon above the word "Marketeto" in a bold, black, sans-serif font.

Marketeto



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Channel Convergence is Essential for Driving Sales and Customer Loyalty

Think about online (or digital) versus offline (or traditional) marketing, and you might envision a display ad in contrast to an outdoor billboard or an email promotion versus a magazine ad. While many marketers view and manage these disciplines separately, the truth is that successful marketing leverages them both. This is because the line between online and offline marketing is blurring as mobile devices, wearable technologies, and the Internet of Things (IoT) penetrate our daily lives. Geo-location capabilities and contextual marketing add to the challenge of drawing the line between these disciplines.

“98% of marketers say online and offline marketing are merging,”

GARTNER, 2016-2017 CMO SPEND SURVEY

To achieve the best possible results from your channel investment, therefore, marketers must think holistically about the experience they are trying to deliver, using all relevant channels in the resulting strategy. True cross-channel marketing does not just integrate digital channels—it bridges the gap between offline and online marketing. Marketers who orchestrate their online and offline marketing to create coordinated, seamless customer experiences stand to gain a critical competitive advantage. After all, Gartner for Marketing Leaders' Research found that by 2016, [89% of companies expect to compete mostly on the basis of customer experience.](#)

This ebook will explore the opportunities of bridging the divide between offline and online and equip you with actionable ideas for ensuring success as you build more complete and coordinated experiences—for consumer industries like travel, healthcare, higher education, and beyond.

A Quick Note About Terminology

For this ebook, we are defining these channel categories as follows:

Online marketing: any form of promotional activity leveraging the internet. E.g., display ads, email marketing, mobile marketing, and social media marketing.

Offline marketing: promotional and marketing activities that do not involve the internet. E.g., direct mail, magazine ads, billboards.

2 Minutes of Marketing History

To know where you're going, it's helpful to understand where you've already been, so to speak. Traditional marketing got its start with print advertising, when ancient Egyptians advertised their sales messages on papyrus. As new media were born over the centuries, marketers found ways to fold them into their marketing (especially advertising) strategies: think magazine, radio, and TV ads. More recently, this has included all the marketing capabilities and channels that arrived with the internet and mobile phones. And as these capabilities emerged, they were quickly categorized by marketers into the separate, unconnected silos that we see today of offline and online.

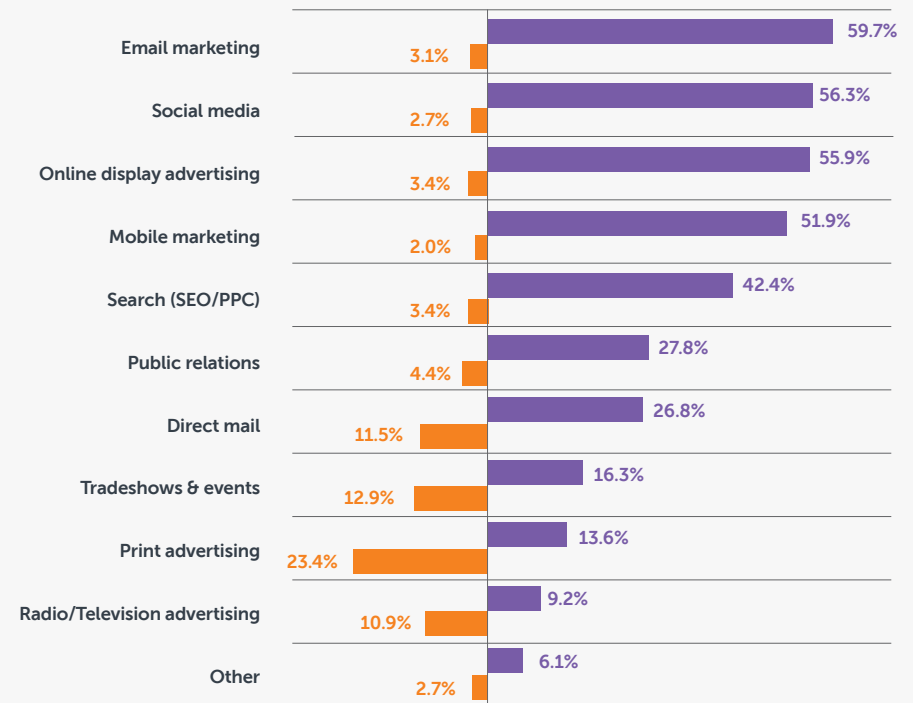


Yet there's no true comparison between the evolution of traditional marketing and that of online, or digital, marketing. The advent of online marketing—and the unprecedented pace of technological innovations—is a dynamic marketing force that keeps marketers on their toes. Consider how wearable technologies and the Internet of Things (IoT) have added new channels—and triggered new marketing approaches—in such a short time. It's no wonder a growing percentage of marketing budgets is being allocated toward online marketing.



Marketing Spending Plans for January 2016, by Program

Based on a survey of 295 global business leaders, 72% of whom are with companies headquartered in North America



■ % increasing spend
■ % decreasing spend

"Same" and "NA" responses omitted

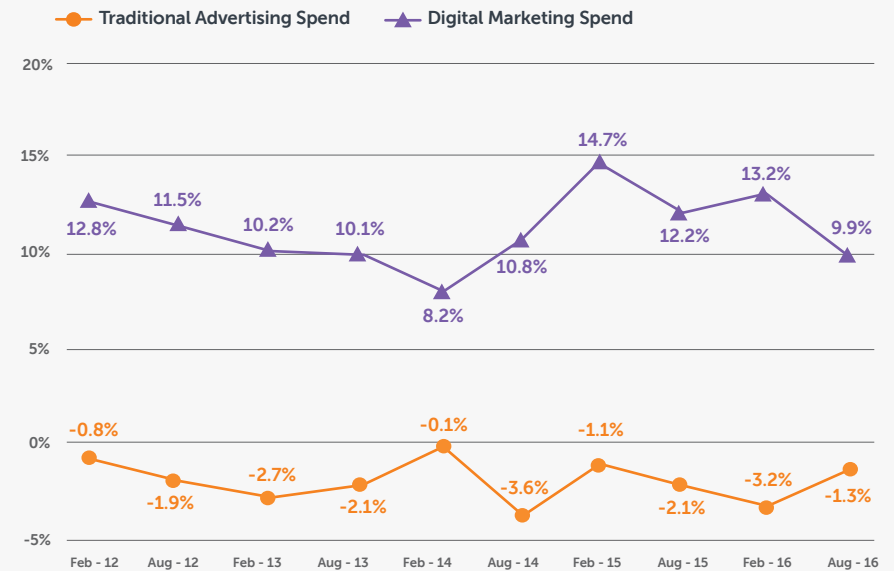
US Total Media Ad Spending Share, by Media, 2014-2020, % of total

	2014	2015	2016	2017	2018	2019	2020
TV*	39.1%	37.7%	36.8%	35.8%	34.8%	33.7%	32.9%
Digital	28.3%	32.6%	35.8%	38.4%	40.8%	43.1%	44.9%
-Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
Print	17.4%	15.4%	13.9%	12.9%	12.2%	11.6%	11.1%
-Newspapers**	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
-Magazines**	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
Radio***	8.4%	7.8%	7.4%	7.0%	6.7%	6.4%	6.1%
Out-of-home	4.0%	4.0%	3.9%	3.8%	3.7%	3.5%	3.4%
Directories**	2.8%	2.5%	2.2%	2.0%	1.9%	1.7%	1.6%

Note: *excludes digital; **print only, excludes digital; ***excludes off-air radio & digital

Source: eMarketer, March 2016

CMO Survey Highlights and Insights



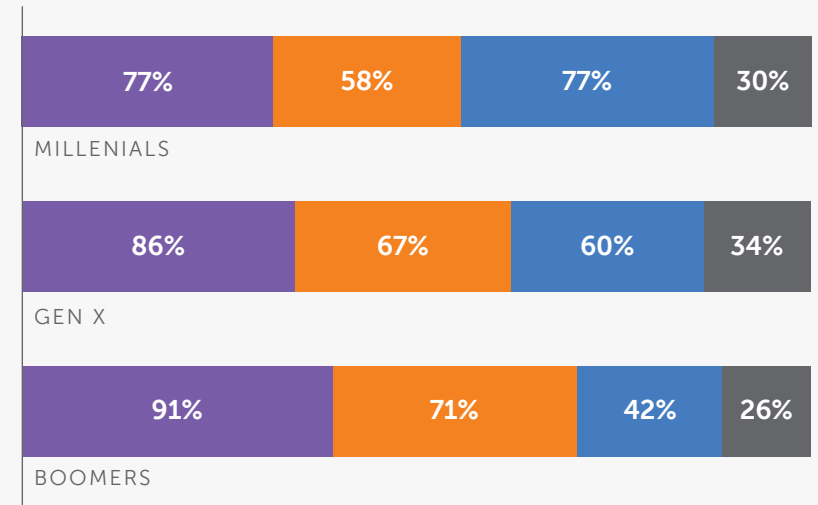
Source: The CMO Survey Highlights and Insights August 2016

“By 2019, marketing leaders will spend more than \$103 billion on search marketing, display advertising, social media marketing, and email marketing—more than they will on broadcast and cable television advertising combined.”

Why It's a Must to Converge Offline and Online

This trend doesn't signal the end of days for offline marketing. Instead, it underscores the importance of merging offline and online channels and activities to drive better, more measurable, and more customer-centric marketing. After all, studies show that traditional offline media such as TV, radio, and print still play a role in triggering online searches for products and services. In fact, offline marketing is key to driving potential customers to visit your website.

Daily Screen Usage Across Generations



TV



LAPTOP / PC



SMARTPHONE



TABLET



Offline & Online Marketing Team Up to Drive Results

In a case study from Relevant Communications, Heineken Light sought to build a one-of-a-kind disruptive experience that “targeted influencers and spread far and wide online.” Together they created a billboard campaign in target metro areas that were “seemingly mundane”, called The Occasionally Perfect Billboard,” until they changed suddenly into pop-up concerts to create “the perfect occasion for the occasionally perfect beer”. This campaign activated crowds of 5,000 people with just three hours of promotion and Heineken Light sold out within a three block radius. Brand sales were up 22% the following quarter and they achieved over 2 million YouTube views.



Why It's a Must to Converge Offline and Online

Direct mail, discount coupons, and offline loyalty programs are all used to effectively drive consumers to websites. It's no stretch to say that the basic intention of every offline marketing tactic is to drive greater online traffic and overall sales. One study from iProspect found that nearly 40% of online searchers make a purchase after being influenced by an offline channel.

By orchestrating your offline and online marketing, you can pull levers to optimize and drive desired results. This is especially important for major purchases, as buyers are known to research and validate their choices across channels before making a purchase. A single-channel focus in such cases will fail to deliver the connected experience that consumers expect—and one that translates into a sale.



"...many consumers view their omni-channel shopping experience positively...The availability of multiple shopping channels is a convenience, providing an opportunity to research and gather information for their planned purchases in more depth and offering more choice based on price and fulfillment channels from different sources. The challenge for companies is to provide a seamless and high quality shopping experience across these channels."

A Case Study in Balancing Offline and Online

Consider how Mathnasium transformed the customer experience with a balanced campaign comprising both offline (radio, print, and phone) and digital (email) marketing. Mathnasium, an operator of nationwide math learning centers, wanted to drive brand awareness and membership. By using PrintingForLess.com and Marketo, it was able to seamlessly automate both traditional and digital marketing to ensure a successful multi-channel campaign.

A radio advertisement prompted interested consumers to call for a free information kit. Contact center agents fielded these calls and entered each consumer's information into Salesforce CRM. That data was then fed automatically into Marketo, which linked each prospect with the closest Mathnasium learning center. This triggered an email (using Marketo) to each lead with relevant information and fed the prospect's name and mailing address to PrintingForLess. PrintingForLess then followed up with a printed and personalized letter and high-quality catalog of Mathnasium services. As PrintingForLess mailed each package, it automatically notified Marketo, and in turn, Marketo emailed the appropriate local math center four days after the packages were mailed, informing the owners that it was time to call the prospect.

This campaign became Mathnasium's most successful radio program ever, driving significantly higher response rates, site traffic, and conversions than previous campaigns.

Mathnasium's Multi-Channel Campaign



Proven Ways to Bridge the Gap

We've seen firsthand how organizations across industries are better engaging consumers by ensuring a seamless cross-channel journey:

- A tour company presents offers in print and on radio to point prospects to landing pages (via unique vanity URLs) with content and forms—allowing it to close the loop on an offline acquisition program
- A [Canadian college](#) used program reporting to cut direct mail spending back to where it was most effective
- One chain of gyms uses visitor data to nurture members who haven't made it to a workout lately
- A retail bank uses sales alerts to let branch managers prioritize calls to local individuals who haven't followed up on a mortgage application online
- A [healthcare company](#) attends family-friendly events that allowed them to source contact information with interactive content on iPads that captures consent to opt individuals into personalized nurture programs

Here are practical measures you can put into play to do the same:

Engage with email to trigger direct mail

We all know direct mail can be an expensive tactic. We also know that even as today's buyers move seamlessly—and rapidly—across digital and offline channels, email is the digital glue holding it all together. In other words, email is the one channel that all other channels refer back to and rely upon. To that end, make direct mail a follow-up to email for a more cost-effective approach that drives maximum impact.

What does this look like in real life? Hypothetically, it could look like this: let's say a consumer tax preparation company has an important window of engagement around the tax season. By analyzing its customer database, this company could discover that customers who open their emails before February 15th are notably more likely to file with the company. Rather than blasting all past customers with a "Tax Season is here. Check out our early bird pricing!" postcard in January, the company can use it as a re-engagement touch with dormant past customers. This simply requires a workflow that triggers a postcard to past customers who haven't opened any emails in January, using a direct mail integration with an engagement platform.

Proven Ways to Bridge the Gap

Send geo-location promotions and offers via mobile devices

If it makes sense, your organization could use technology such as beacons in conjunction with sophisticated segmentation in your marketing automation solution to push a targeted merchandise offer.

In practice, a sports team might do this to reach fans in the stands. Using beacon technology, the team could recognize any season ticket holder that had downloaded the team's mobile app. Assuming that the team had previously surveyed app users about whether or not they attend games with children, together, these data points could be used to automate an in-app push notification to all those it detected on premise who said they "usually" or "almost always" bring their children to games such as the following: "25% off on children's jerseys + a free mascot plushie if purchased before the third quarter." Such an offer would result in a better fan experience and bigger share of wallet.



Proven Ways to Bridge the Gap

Drive offline traffic online with vanity URLs

You can take advantage of shortened URLs in far more places than on social networks. For example, you could show an ad on a billboard or subway featuring a short URL to sign up for information online. Using ads on Facebook, you could then retarget those that visited your advertised URL but didn't fill out the form. For example, a cruise line could run ads for a promotion in the New York subway system with a unique vanity URL, and then retarget those visitors on social to "get out of the cold this winter!"

Leverage integrated technologies to track cross-channel influence

To maximize channel convergence, marketers need to understand just how they are doing when it comes to cross-channel influence. To that end, you can borrow a play from Facebook. The social network giant is taking advantage of integrated technologies from companies like Square and Marketo to show who bought what after viewing a Facebook ad. Even when someone doesn't make a purchase, Facebook will know if someone visited a brick-and-mortar store after seeing an ad by matching GPS, beacons, Wi-Fi, radio signals, and cell towers with brick-and-mortar coordinates.

Creative ways to integrate online and offline

Email and direct mail: Increase customer engagement with direct mail that is sent out based on triggered campaigns. For instance, if a customer opens or clicks on an email, you could send a direct mail customized to that action.

Mobile app messages: Send triggered push notifications or in-app messages based on a buyer's email actions or non-actions, and vice versa.

Events: Use event apps to track and measure interactions with attendees and follow up with relevant and personalized content.

In-store promotions: Offer repeat customers coupons that they can download online for in-store usage. With a unique code, you will be able to attribute coupon-driven offline purchases to your online marketing efforts.

Geo-specific promotions: Mobile devices allow marketers to reach buyers wherever they are. Add SMS opt-ins to your online forms so you can send important information to customers on their mobile devices when they're nearby.

Promote online channels on offline: Include social handles, vanity URLs, and coupon codes on your offline presence to give your online channels a boost.

What It Takes to Achieve Channel Convergence

While it's possible to bridge the gap between offline and online, it requires a solid strategy and foundation. To that end, here are four steps you can take to start down the path to channel convergence.

1. Audit Your Marketing Channels for Low-Hanging Fruit

List your audiences and all of your online and offline channels you use to reach each of them. If you offer a mobile app, be sure to include it in the list. By mapping out which channels touch which audiences, and at what points in time, you can begin to think about points of intersection that can be considered now or in future campaigns. Some common examples are email and direct mail, mobile app and on-premise advertising, and out-of-home advertising and your website. Whichever combinations you identify, your next step should be to collaborate with the channel owners to gather their feedback and build toward goals and execution plans where it makes sense to tighten online and offline bonds.

2. Consider a Cross-Channel Starting Point that Works for Your Organization

With so much riding on better customer experiences, it might feel necessary—and overwhelming—to rebuild your entire marketing process. For some organizations, it can help to explore cross-channel marketing by starting with a few individual campaigns—incorporating online and offline components into finite programs to start. This can help you build the necessary expertise and technology capabilities to move forward with increasingly sophisticated ongoing nurture. Adopting an engagement marketing platform acting as your system of record, like Marketo, can help you listen to each campaign, growing a 360-degree view of customers and their online as well as offline interactions and enabling ongoing multi-channel nurture, where you automatically trigger communications on one channel based on behaviors on other channels.



What It Takes to Achieve Channel Convergence

3. Set Goals and Success Metrics

Before you begin running your cross-channel campaigns, start by setting your goals. The good news is that digital touchpoints often make more precise ROI measurement possible. Work backwards from your revenue goal to determine your objectives for each channel. While online and offline metrics may differ, the end goal is the same: drive more sales and revenue. Here are examples of online and offline metrics you may want to track to help you measure success:

- **Website:** Page views, average session duration, most visited pages, bounce rate, conversions, behavior flow, keyword rankings, etc.
- **Mobile:** Users, session length, time in-app, actions, retention, etc.
- **Email:** Click-through-rate, conversions, unsubscribes, etc.
- **Digital advertising:** Impressions, reach, clicks, click-through-rate, engagement rate, conversions, etc.
- **Offline metrics:** Store visits or tradeshow booth visits, phone inquiries, offer usage, store purchases, etc.

Next, set goals for the lift you expect to see when you integrate your online and offline channels. This largely depends on the channels you integrate and the influence of each on the customer journey. A conservative goal would be around 3-5%, while an aggressive goal could be 20% or more. On the other hand, if you've already established goals for each channel, determine what percentage can be driven from other channels instead of from increased ROI on the original channel.

4. Forge a Partnership with IT for Long-Term Success

Make no mistake: quite a lot happens in the back-end systems used to power all your channels. A seamless connection between these various technologies is critical to ensuring an uninterrupted data flow. The relationship between IT and marketing is fundamental to your success. Marketing owns the interaction points, but IT owns the governance of data across the enterprise. IT and marketing should collaborate and set long term objectives to document the various points of integration beyond the marketing so that all the data—not just marketing data—can be used to serve the customer.



Conclusion: Become a True Omni-Channel Marketer

An integrated online-offline marketing strategy can play a major role in helping you contribute to your organization's overall revenue goals. With new technologies continually being added to the mix (think smartwatches and connected devices), you have many more channels to integrate into the customer journey—and at your disposal. As you evaluate your current online and offline channels, remember that it's never too early to start exploring newer channels.

Just remember: you don't have to do it all overnight. Begin by simply tying two channels together—for example, email and direct mail—and practicing the seamless, personalized response that's required to provide your ideal customer experience. From there you can expand. Start to coordinate with a third channel (social), and then add a fourth (in-store coupons), and so on. Before you know it, you'll be leading the evolutionary march toward true cross-channel coordination.





Marketo provides the leading engagement marketing software and solutions designed to help marketers develop long-term relationships with their customers—from acquisition to advocacy. Marketo is built for marketers, by marketers, and is setting the innovation agenda for marketing technology. Marketo puts Marketing First. Headquartered in San Mateo, CA, with offices around the world, Marketo serves as a strategic partner to large enterprise and fast-growing small companies across a wide variety of industries.

To learn more about Marketo's Engagement Marketing Platform, LaunchPoint[®] partner ecosystem, and the vast community that is the Marketo Marketing Nation[®], visit www.marketo.com.