



# Guide to Integrated Marketing\* and Why Savvy Businesses do it



## **Definition: Integrated Marketing**

*"An approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that they all work together as a unified force."*

Direct Marketing Association (DMA)



In this guide, we'll be looking at what Integrated Marketing is, why it's important and how you can work towards an integrated approach.



**We've long been fans of Integrated Marketing at Definition Consulting.**

Successful marketing campaigns aren't just about what you do or what you say, it is about how you approach and deliver the campaign as a whole.

Research shows that when companies ran integrated marketing email campaigns, **click through rates were 22% higher compared to email only campaigns**

Source: TechTarget, 2018

# Why does it matter?

**These days, there are many channels and platforms businesses can use to promote themselves.**

From social to web, digital marketing to PR, alongside the more traditional mediums of print and broadcast media, the sheer number of channels available presents both an opportunity and a challenge.

The more channels there are, the greater the likelihood for communications to become fragmented and messages to be lost.

Similarly, where there are several channels to manage, there's less time to look at the results; analyse what's worked and most importantly to follow up and try and convert prospects into business.



**The amount of content online is staggering and it's growing daily...**

**656** million tweets  
are produced every day



**67,305,600**  
Instagram posts  
are uploaded daily



**4 million**  
hours of content are  
uploaded to YouTube  
every day

According to estimates for 2017

## How to cut through the noise

**Cutting through the 'noise' has become more difficult, meaning each and every campaign must be carefully planned and executed.**

But even more than this, each and every aspect of a company's

marketing communications needs to talk to – and integrate – with one another.

Successful marketing campaigns aren't just about what you do or what you say, they're also how you approach and deliver the campaign overall.

The whole is greater than the sum of its parts and until businesses embrace this, they are unlikely to be getting the best returns from their marketing investment.

**Choose a mix of  
online & offline  
channels and  
remember you  
CAN'T & DON'T  
need to do  
them all!**

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## Tip 1: Why, Who, What?

Here are our 5 key tips for Integrated Marketing success:

The most successful campaigns have a strategy that's been carefully constructed behind them. With Integrated Marketing, any communication that is put out into the world should derive from the brand's overall business objectives.

So before you start any marketing activity, you need to consider your W's.

### Why

Do you want to generate new leads? Or do you want to try and convert existing leads? Is there a new area of the business you're keen to promote? Perhaps you want to communicate with your existing clients, raising awareness of the full range of services your business offers?

Campaigns developed out of a specific need in the business, can often be the most successful as they can be more targeted and precise.

There may be a number of areas of the business that need addressing, but don't be tempted to try and tackle all these with a single hit. Small campaigns should be developed for each of these, as part of a wider Integrated Marketing plan for your business.



### Who

It's easy to say that you want to attract all types of customer, but this will make the job of trying to find and appeal to them much more difficult. If you or the individuals in your team have experience in a specific sector, it would make sense to try and target more of the same first.

If your business has a narrower target market, think about who it is within those businesses that you're looking to talk to. Is it the Marketing Manager, the Procurement Manager, administration staff or the business owner?



### What

Once you've identified who you are trying to speak to, you'll need to decide what it is you're going to say. If you've drilled down your 'who' sufficiently, you'll need to tailor your message to each of your audiences.

Be mindful of utilising the most impactful features of each platform you're working with, whilst still keeping to the overall 'umbrella theme'.

A skilled marketer should be quite comfortable in working within an Integrated Marketing campaign brief, tailoring the message slightly to make it audience-appropriate whilst remaining consistent.



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## Tip 2: Go for goal

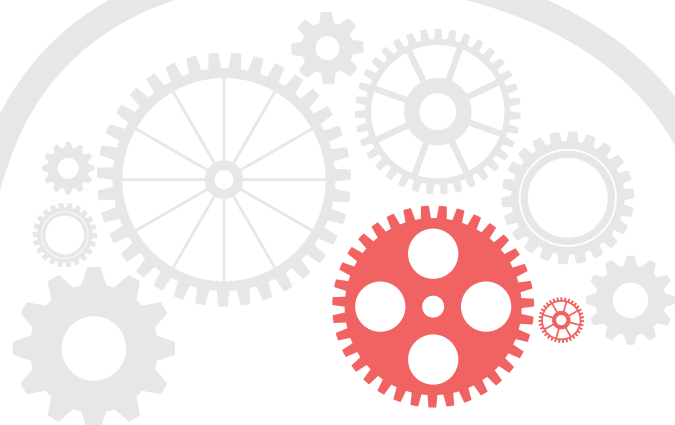
Alongside putting together a strategy, it's helpful to set goals for your Integrated Marketing campaign.

Make these goals SMART – Specific, Measurable, Attainable, Relevant and Time sensitive.

So if you want to increase traffic to your website, decide by what percentage. If you want to generate leads from an email marketing campaign, think about the level of engagement you need to achieve to turn these into proper leads.

You'll also need to put tools to measure the success of an Integrated Marketing campaign in place.

Some marketing activity is difficult to measure, however by tracking results individually and testing different levels of activity you can start to see patterns and prove effectiveness and ROI.



**S**PECIFIC  
**M**EASURABLE  
**A**TTAINABLE  
**R**ELEVANT  
**T**IME

**Integrated  
Marketing  
campaign result**

Year on year growth  
of **minimum 10%** each  
year for the last 4  
years.

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## Tip 3: Choose your channels

This is where we really start to get to the nitty gritty. Earlier in this guide, we touched upon the numerous outlets available for businesses to communicate their message. What we didn't say was that you needn't - and shouldn't - try to use all of them at once. This is especially true if you have limited resources or budget.

We're firm believers that you're better choosing just a handful of communications channels and executing campaigns to their fullest, than you are attempting to spread your time and efforts too thinly.

*So how do you go about choosing the right channels for your business?*

There's no magic formula here and it really does depend on several factors, such as the type of business, the goals of the campaign and who the audience is. Think about where your audience would be most receptive to your message.

Remember that even in today's digital world, there is still a value to print media and traditional communications channels, in fact direct marketing has made a resurgence and can be a great way to stand out from all the digital noise!

**Generally, those businesses that are able to create a clear and consistent message across both their online and offline channels are the ones that enjoy the most success from their Integrated Marketing campaigns.**



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# Teamwork can make the dream work

## Tip 4: Teamwork

When a number of different people and potentially several different agencies and providers alongside internal staff become involved in a business' marketing communications, the message can become diluted, or even lost altogether.

This is really the crux of Integrated Marketing - **ensuring that the same portrayal of a brand is carried across all media to create a strong, consistent and memorable message.**

There is certainly a valid argument that different people with specialist skills are needed to craft and execute a marketing campaign across numerous channels with a mix of skills. However, when marketing and communications activities are all placed with a single agency, there is a greater chance that an integrated approach can be followed through successfully.

Where it's necessary to place different aspects of a campaign with a number of agencies, our advice would be to take

time to develop a clear brief that pinpoints the key elements of the integrated campaign developed out of the planning stage.

In an ideal world, there'll be one single person, usually a Marketing Manager or an Account Director, that oversees all marketing and communications activity to ensure the campaign is being implemented correctly and in line with the brief.

It's not always possible for a business to have such an employee, this is where Definition Consulting work with clients as part of an integrated team. We understand your business, strategy, goals and work hand in hand to create the message and deliverables for you to achieve your targets.

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# It's time to go back to the start

## Tip 5: The follow-up

This is one of the main areas where people go wrong when implementing an Integrated Marketing campaign.

Having taken the time to put together a strategy, identified the best channels to communicate with the audience and delivered the campaign activities effectively, the final hurdle of tracking and analysing activity, and more importantly acting upon it. The all-important follow up, often gets forgotten.

This isn't just an issue with internal marketing teams - we often see it when clients come to us from other agencies too.

Analysis is essential - Who's opened / read and linked with you following the post or article? The analytics will show you this

data, which will then enable you to proactively control ongoing costs by contacting the individual directly and personalising contact.

By personalising contact you are creating the initial stages of a relationship. Make your efforts cost effective, don't select all, target those who have shown a genuine interest or have taken time out to read your initial marketing material. Remember - A one size fits all approach doesn't work with the crucial follow-up, this is your time to shine to create further interest in your company/products/success.



### Result:

**Achieved 12% growth in first year of working with Definition team after 0% growth in previous 2 years.**

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## \* Results

Reinvigorating communications for a regional professional services business to achieve **12% of growth in the first year of investing in marketing**

## \* Testimonial

*“The knowledge and expertise provided by Definition goes beyond the traditional marketing approach. Their marketing management service and the creative materials produced have exceeded our expectations.”*

Managing Director, Gleave

## \* Testimonial

*“We would highly recommend Definition as they are a professional and friendly team who really work hard to understand and help promote your business.”*

Managing Director, Clever IT

## \* Results

Generating appointments with decision makers for contract business using **integrated targeted direct mail and email marketing**

## \* Results

Raising profile at **global industry events**, helping a service management specialist **stand out in a crowded marketplace**

## \* Testimonial

*“We wanted to work with an agency that would think creatively with us, we chose the team at Definition Consulting and we have successfully developed our brand personality together to great effect.”*

Marketing Director, gunnercooke

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# Summary

Successful marketing isn't about using as many marketing methods as possible, it's about seeing that all forms of communications and promotional tools are carefully linked together so they can work together toward a common goal.

Definition Consulting is a fully integrated B2B marketing & business development agency. Working with clients to help their businesses to grow.

With specialists in several areas of online and offline marketing, alongside Directors who are renowned for developing successful marketing strategies,



Kirsty Forman,  
Director,  
Definition Consulting Ltd



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# Integrate your marketing for best results.

## Contact Definition Consulting for free consultation meeting\*

0161 696 3459

[definitionconsulting.co.uk](http://definitionconsulting.co.uk)

[hello@definitionconsulting.co.uk](mailto:hello@definitionconsulting.co.uk)



Definition Consulting Limited, Suite B, Ground floor,  
Jackson House, Sibson road, Sale, M33 7RR

Sources 1 - <https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/>

**Definition\***  
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MARKETING & BUSINESS DEVELOPMENT