



10 Steps to Cross-Channel Marketing Success

- ✓ **Right Platform Technology:** Use cloud based Multi-Channel Marketing Platform
- ✓ **Integrated Analytics:** Use integrated closed-loop marketing analytics platform, i.e., SAP Business Warehouse.
- ✓ **Segment, Segment, Segment:** Use up-to-date customer segmentation data. Update with inbound marketing opt in data.
- ✓ **Strong Project Management:** Strong leadership based project management is key.
- ✓ **Keep the Creative Types Challenged:** Use creative talent to create awesome, high-value content.
- ✓ **Leverage QR Codes:** QR codes are cheap, easy and integrate readily with Mobile Smart Phones.
- ✓ **Update Databases Constantly:** Leverage Customer Opt-In forms to get up-to-date address data.
- ✓ **Leverage Landing Pages:** If you are good, you can target a landing page to an individual!
- ✓ **Leverage Video:** Make them personal, optimized, high-value.
- ✓ **Grow Your Social Presence:** Use every Social Media Channel. Be active. Don't sell, get found instead.

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