



## 9 Steps to Multi Channel Marketing Success

- ✓ **Define the channels:** Define the channels you want to incorporate in your campaign.
- ✓ **Define the info:** Define the information you want to gather
- ✓ **Build your assets:** Make sure your digital assets are compelling and attractive in order to attract and engage the most amount of eyeballs.
- ✓ **Test:** Test before going live to eliminate obvious mistakes.
- ✓ **Track:** Type in a short description here. Limit this paragraph to two lines. Measure and adjust your assets. Sometimes you will see that a little tweak will make all the difference in the world
- ✓ **KPI tree:** Build your KPI trees and make sure you verify your leads per channel.
- ✓ **Investigate:** Qualify our leads by doing a little bit of investigation. Check linked in and other social media channels to see who is who.
- ✓ **Reach out:** Reach out to your potential customer. Keep it simple, precise and make sure you ask the right questions.
- ✓ **Value proposition:** Once you understand their needs give them your value proposition. Remember don't be shy but at the same time don't overwhelm them.

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