



Create An Effective Multimedia Marketing Plan Today

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<http://info.quintainmarketing.com/asi2013-marketing>



The Secret to Success





Why Traditional Marketing Fails



Why Multimedia?



- The new reality
 - Short attention spans
 - More than 80% of all buying decisions begin online
 - 90% of U.S. smartphone owners use their phone to access local information
 - 87% take action (make a purchase, call a business, etc.)
- The Solution
 - Repeated exposure to your brand and message
 - Communicate marketing messages to the device of choice on demand
 - Drive traffic back to your website, where you can capture leads



What Is Multimedia Marketing?



Social media

- Facebook
- Twitter
- LinkedIn
- Pinterest



Photo Sharing

- Flickr
- Smug Mug
- Instagram



Video & Audio

- YouTube
- Webinars
- Commercials
- Podcasts





Traditional Media

- Advertising
- Direct mail
- Print


Multimedia Marketing Is Everywhere





YOU DECIDE THE ENDING
OF *Coca-Cola's* BIG GAME AD
Watch and vote for who wins the Coke.






VOTE NOW

 **COWBOYS**

 **SHOWGIRLS**

 **BADLANDERS**

SHARE

LEARN MORE

COWBOYS
NAME: **Emmylou Harris** is in charge of the south, Sam, John and King are his partners.

SHOWGIRLS
NAME: **Miss Larkin** is just through. Larkin navigates the bus and Elmer makes the move.

BADLANDERS
NAME: **Alan** is the boss, Harlow is the strongest, and then there's Big Boy, Rowdy, and...



What Is The Objective?



What Will Visitors Find When They Click Through To Your Website?



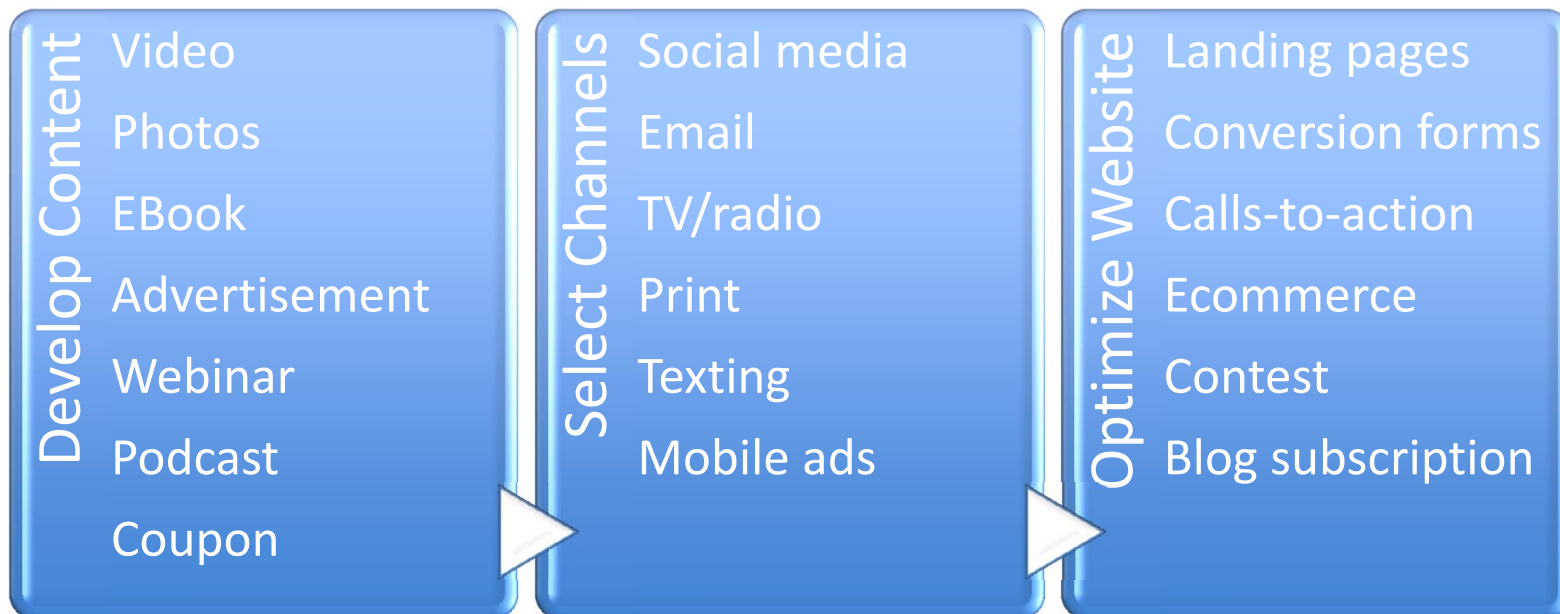


Getting Started



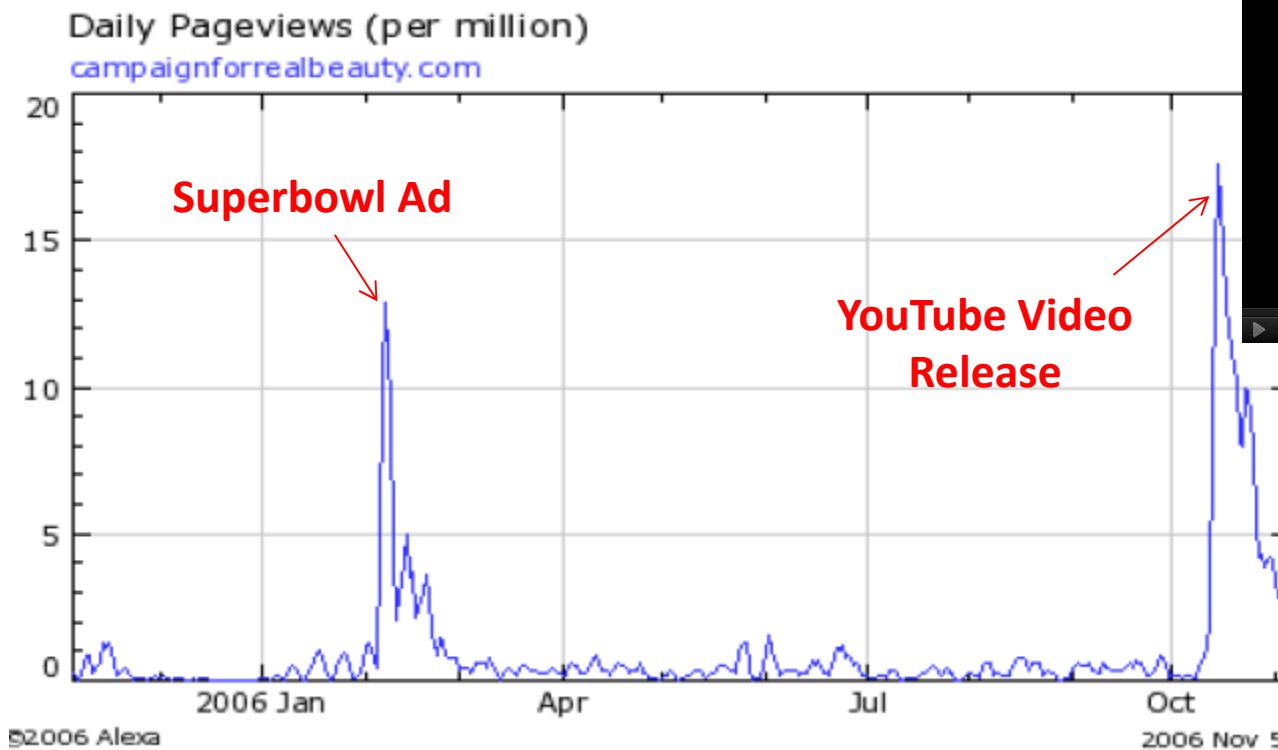


Crafting A Strategy



Commercial + Video

Dove: Evolution of Beauty



Print + Digital



The average response rate for digital scans in print ads is 6.4%



Photos + Digital

GIORGIO ARMANI

FRAMES OF LIFE

WOMAN ACCESSORIES MAN ACCESSORIES ARMANI CASA MADE TO MEASURE FRAMES OF LIFE CATALOGUES EXPERIENCE

Search

Here below some new simple steps to take part in the activity.

Don't miss the chance to become the protagonist of Frames of Life!



Text + Print

Results: 20,000 new email subscribers in two weeks (1/3 of those from the text component)

CARAMEL CHICKEN RETURNS JUNE 6th

WITH A BUY ONE, GET ONE FREE OFFER!

Text **CARAMEL** & your **Email Address** to **80565** by June 5th to receive your offer.

Or visit **PeiWei.com** to sign-up. Existing email members are already signed up to receive the promotion.

Blogging + Social Media



✓	<p>The New LinkedIn Company Page</p> <p>http://info.quintainmarketing.com/new-linkedin-company-page</p>	Jessie-Lee Nichols	10/17/2012 4:36 pm	117	2.2%
⚠	<p>Friday Five (keyboard waffles, kid-friendly travel and more)</p> <p>http://info.quintainmarketing.com/five-keyboard-waffles-kid-friendly-travel-and-more</p>	Kathleen Booth	10/12/2012 6:18 pm	5	0%
⚠	<p>Friday Five (Starbucks, promo products, happiness and more)</p> <p>http://info.quintainmarketing.com/five-starbucks-promo-products-happiness-and-more</p>	Kathleen Booth	10/05/2012 4:00 pm	7	0%
✓	<p>Facebook Contests: Our Experience & What You Need To Know</p> <p>http://info.quintainmarketing.com/contests-our-experience-what-you-need-to-know</p>	Jessie-Lee Nichols	10/05/2012 2:23 pm	88	0.22%



Ideas for Distributors

- Text/print/online ad campaign to promote coupon
- Print/video campaign to show how products work or can be used
- Blogging/social media campaign to highlight hot new products
- Photo/print/online campaign to showcase how clients are using products



Website Best Practices for Multimedia Marketing

- Responsive site
- No flash
- Regularly updated with fresh content
- Clear calls to action
- Conversion forms
- Links to social media accounts



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