



INTEGRATED

— EBOOK —

MARKETING

2017



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Chapter 1

What is integrated marketing?

Integrated marketing has changed from being a customer-centric system to a customer-facing process and is the past, present and future of marketing. It's the reason why you listen to a radio advertisement and read it again in print media. This type of marketing helps build brand awareness and equity in order for people to know, trust and ultimately choose your brand over competitors. It ensures that a message is communicated via different platforms according to a specific strategy.

However, over the past few years there has been an overwhelming change in technology and the way in which we do business as the digital age now offers more marketing options when it comes to the buying process than it has ever before. Although integrated marketing has changed considerably, it has gone far beyond its usual definition and subject matter since companies have started using these tactics.

According to iScoop, a company providing presentations, hands-on training and education in integrated marketing says,

“Today we see how email marketing, social media, content and search engine marketing, to mention a few, all seamlessly work together as it's the bigger picture and the smart customer-centric marketing that matters. It's important to remember that all these sets of tactics can mean so many things and to look at the individual touch & experience rather than at just the tactics, channels and often isolated campaigns.”

Integrated marketing has now become more important than ever before and focusing on the customer and their requirements involve a more integrated view with a big emphasis on digital, traditional and the physical world all working together.

Let's use FNB's "Un-Steve Yourself" campaign in 2014 as an example where South Africans were urged to "Un-Steve" themselves and re-evaluate their choice of bank and the value it offers to them. In 2011, FNB introduced consumers to 'Steve', an endearing and well meaning, but sometimes naive, call centre agent working for 'Beep Bank', who unsuccessfully attempted to convince FNB customers to switch banks.

The campaign encouraged FNB customers to make sure they are getting the best value from their bank and of what FNB has to offer their customers. Not only were billboards used to convert customers, but the same message was communicated on the radio, in print, on television as well as on news websites, like News24. Although a **controversial campaign** which sparked debate across South Africa, Steve is still a well-known character amongst FNB bankers today and is still used in **promotional material in "Meet Steve's Replacements"** on their website.



how can we help you?

Dear Steve

It's nothing personal, Steve.

In the coming months, you will see a lot of FNB advertising using the name 'Steve', and if your name happens to be Steve, we want to say that we have absolutely nothing against you, or your fine name. In fact, here at FNB, some of our closest friends are named Steve.

However, in the last few years, the name 'Steve' has come to represent a certain type of person.

Like the character in the FNB radio adverts, the name Steve, has come to represent a person in his or her personal or business capacity who displays certain, shall we say, banking 'blockages'. You see, a 'Steve' is someone who continues to struggle without the help of FNB's innovations.

This may be because they're either too cynical about banks and refuse to believe FNB could be that good, or are too afraid to switch or try new things for fear it might go wrong. These Steves just don't seem to ever get round to switching, or have been hoodwinked by Beep Bank into believing that what they offer is "the same".

The thing is, anyone (even your Mom) can be a 'Steve'. These 'Steves' walk and operate among us. They are real and they need all the help they can get, to once and for all Un-Steve themselves.

So again, it's nothing personal, Steve. We're simply trying to help South Africans bank better and get rewarded more, and finally see what millions of us already know: that life really is better on the 'Not-Steve' side of the fence.

Best regards,
The FNB Team

P.S. If you are a 'Steve' we encourage you to Un-Steve yourself or your business, in behaviour at least, by visiting fnb.co.za and switching to FNB in under 10 minutes. Or you can download the FNB Banking App from your device's App Store and switch whenever, and from wherever you are - don't worry it's really not that scary ;)

As a business, you are constantly presented with new ways of marketing. Pay-per-click, Twitter advertising, email marketing, television adverts... the list is seemingly endless, but the question always remains: "how can I extract measurable ROI from my efforts and get my employees to fully engage in my sales and marketing efforts?" To get the most out of your integrated marketing efforts, it's best to work out what your customers are looking for, and the best platform to get your message to them.

HERE ARE A FEW STEPS YOUR BUSINESS CAN FOLLOW TO GET MAXIMUM ROI FROM YOUR MARKETING AND ADVERTISING CAMPAIGNS:

01 DO THOROUGH RESEARCH

Every piece of integrated marketing must begin with thorough research into your customers, and a clear understanding of what messaging they will respond to. It is vital to know your target audience, as well as their needs and wants when planning for any marketing campaign. Make sure you answer the following before proceeding with a solid plan of action:

- Who is your target market?
- How do they buy?
- What are their interests?
- How do they use media?
- How do they use your product/service?



02 DEVELOP A CUSTOMER'S TOUCH-POINT MAP

Use buyer personas and create a map to identify your customer's point of contact on the buyer's journey. Buyer personas are semi-fictional representations of your ideal customers. They are based on solid research, data and interviews of your sales staff, marketing team, and customers.

You can develop a buyer persona for your business by:

- Talking to your customers about their experiences;
- Looking at recent sales history in your customer relationship management programme (CRM);
- Developing a survey for sales personnel to complete;
- Interviewing relevant sales staff.



From Aidenmarketing.com

03 HAVE A SOLID STRATEGY IN PLACE

Different media are more effective in different stages of the buyer's journey. Likewise, different media platforms are more effective for reaching different audiences.

Once you've done your research, and determined who your two to three most important buyer personas are, you'll need to develop a solid strategy, which includes **SMART (Specific, Measureable, Achievable, Realistic, Time-based)** goals to reach these personas during their various stages of the buyer's journey.

Your strategy will need to address how you plan to reach your buyer personas, where you will communicate with them (for example, does my persona use Facebook, or would LinkedIn be a more impactful platform), and what message you want to deliver to your potential or existing customers.

04 CONSISTENT MESSAGING

The **mere-exposure effect** is a psychological phenomenon that was first documented by **Gustav Fetchner**, the German philosopher, psychologist and physicist, in 1876. It's proof of our fondness for things that we know and understand. The mere-exposure effect suggests that people grow more fond of something, the longer they are exposed to it. In essence, people fear and distrust change.

Dr Heidi Halvorson (Ph.D. in Psychology), says that "change isn't simply about embracing something unknown — it's about giving up something old (and therefore good) for something new (and therefore not good)".

So what then, do we trust and love? Consistency. In the words of Bruce Springsteen (singer-songwriter), "Sustaining an audience is hard, it demands a consistency of thought, of purpose and of action over a long period of time".

APPLYING CONSISTENCY IN YOUR BUSINESS STRATEGY IS A KEY ELEMENT TO SUCCESS.

Consistent messaging needs to filter through each and every point of customer contact in your business. Consistent messaging applies not only to your marketing communication, but to each and every department in your business from sales, to billing and customer service.

The **Harvard Business Review**, identifies **three elements** which are present in all companies with a strong corporate identity. These elements are "the value proposition you offer your customers, the capabilities system that allows you to create that value, and the set of products and services that leverages those capabilities and delivers against your value proposition".

In short, the reason why many businesses fail to achieve the growth that they desire, is that they lack consistency in their brand's messaging. Paul Leinwand and Cesare Mainardi, authors of **The Three Elements of a Strong Corporate Identity**, write:

The problem is one of incoherence:

“In their run for growth, companies often wind up serving so many different customer segments and so many different needs with disconnected product groups, capabilities, and strategies that it's impossible to define what the company is really about. And although such companies may be OK at many things or may have been great at a point in their growth, their lack of focus creates a struggle to be truly excellent at anything in the long run.”

05 IDENTIFY (RELEVANT) MARKETING CHANNELS

Although you want to reach as many prospects as possible, you do not need to market on all channels, especially if your customers are only using specific channels. Don't feel like you need to be on every marketing channel available - identify the ones most relevant to your customer and develop your strategy around these.

06 INTERNAL MARKETING AND BRANDING

All employees must be engaged in the marketing campaign prior to its commencement. Keep your team motivated and allow them to voice their opinions throughout every marketing campaign. Having buy-in from team members makes the marketing and communication process much easier.

07 MEASURE WHAT MATTERS

There must be some measurable conversion metric in place for every piece of the marketing campaign e.g. sales, number of emails sent, amount of phone calls made, etc. as every element has its own purpose. This is dependent on each campaign and its desired outcome.

The following metrics can help you keep track of the effectiveness of a campaign:

- Revenue: How much money/profit did your campaign make? Track this all the way to the sales funnel.
- ROI: How much did you spend relative to the revenue earned?
- Conversions: How many people responded to a call-to-action?

Act-On, a marketing automation company, notes, “Creative ideas and brilliant executions are all very well and good, but clients aren't interested in just feel-good stories – they need the cold, hard facts that can help them understand the role marketing plays in revenue contribution. Because these days, if it's not adding to this year's bottom line, it's getting subtracted from next year's budget. Marketing agency metrics really matter.”

More on your overall business strategy and how to implement it in Chapter 2.

Chapter 2

Implementing your overall integrated marketing strategy.

Although today's marketing landscape calls for the consistent flow of a variety of campaigns, it's always important to have a solid strategy in place which supports both your business goals and objectives, set well in advance. An integrated marketing strategy is critical to deliver the right message, at the right time, to the right audience in the right place.

According to research conducted on *The Importance of Marketing Strategy* by Nimble Division, a creative agency in New York,

“A marketing strategy in its most basic form is a plan to sell products or services in a way that delivers long-term profitable growth. It is a brand's road map; it tells the brand where to go and the best route to get there. Great brands use strategy to deliver products and services that will have meaningful impact. Every brand decision stems from the marketing strategy, and is articulated at every touchpoint.”

At Penquin, it is just as important to have such a strategy in place to help guide a business and show return on investment. Veronica Wainstein, MD of Penquin says: “a solid marketing strategy unpacks what a customer does on a daily basis and, if done correctly, is what separates a business from their competitors.”

01 WHAT IS THE WINNING FORMULA?

When developing an effective marketing strategy, it is crucial to answer three questions before starting:

What is your current status?

Before deciding on your business goals, it is important to answer the following questions about your business.

- Who are your competitors and what do they offer that's different from your product/service?
- What do your sales figures indicate?
- Why would a prospective customer rather buy your product/service than a competitor's?
- What sets you apart from the crowd?

Every single business needs to answer these crucial questions in order to make profit. If you're not able to provide answers to these, re-evaluate your business goals and structure.

02 What are your goals?

What business goals do you have in mind for your business? It's best to examine both your short and long term goals and determine how much revenue you would like to generate from a specific marketing campaign.

03 What is the most effective way to meet your goals?

After answering the first two questions, it is finally time to develop your strategic plan that includes your brand's positioning and determine how your elements will work together towards promoting brand equity.

In order for a marketing strategy to be effective, it has to be functional and implemented over a certain time period. There aren't a lot of shortcuts when it comes to creating a solid marketing strategy, you just have to start at a point and refine the plan as you go along.

Depending on your available resources, there are several ways to create a marketing strategy fit for a specific business. It's important to remember that this plan can't be created in isolation. Let's look at some of tactics you can implement when creating your strategic plan.

CONDUCT A WORKSHOP

A six to eight hour workshop in which you discuss every element of the business is crucial to define your marketing strategy. In this workshop, you'll discuss a variety of topics, such as your competitors, your vision/mission statement, the products and services offered, your target market, your brand's strengths and weaknesses, etc... These topics will reveal the areas in which your brand is able to succeed and thrive.



DO THOROUGH MARKET RESEARCH

Before bringing the strategy to the market, conduct thorough market research in order to make sure that your brand is ready to take on its competitors.

Lesley Pyle, journalist for **The Entrepreneur** magazine, explains the basics of conducting market research in the article **How to Do Market Research - The Basics**.

In order to conduct thorough market research, you'll need to make use of both primary and secondary research methods, using both quantitative and qualitative data.

Quantitative research involves data, statistics and mathematical analysis. In order to conduct accurate quantitative research, you'll need a large sample size. Qualitative research involves in depth interviews, is very time consuming and involves a small sample group, but gives much better in-depth insights into what customers are looking for and their past experiences.

Primary research makes use of data collection methods such as:


- Interviews (either by phone or in person)
- Surveys (online or by mail)
- Questionnaires (online or by mail)
- Focus groups (gathering a sampling of potential customers and generating feedback on your product or service)

Secondary research involves analysing existing data or studies which have been conducted previously. You should conduct your secondary research before conducting your primary research, to avoid duplicating a study and wasting time and resources.

DETERMINE YOUR MARKETING MIX



Image from marketingmix.co.uk



“The marketing mix consists of all the controllable variables the company puts together to satisfy its target market. A typical marketing mix includes decisions regarding the product, the price of the product, how to promote the product and how to get the product to the right customer at the right time and place.”

- The Entrepreneurial Business School

REMEMBER TO REMAIN CUSTOMER-CENTRIC WHEN DETERMINING YOUR FOUR P'S.

Product:

You'll need to ensure that you're developing a product which meets the needs of your buyer personas. If there's no demand for your product or service, or it doesn't address the needs of your customers, you will have a tough time making sales.

Price:

You'll need to set the right price for your product, in order to make your offer attractive to buyers. Your price should directly relate to the value of your product. If your price is higher than your customer's perceived value of your product, it will affect your sales and in reverse, if your price is too low, your customer may be inclined to distrust the quality of your product.

Place:

Distribution is a very important part of your marketing mix. You'll want to distribute your product in a place which is easily accessible to your buyers. Selling your bicycles in a butchery won't really make sense to potential buyers, and this will have a negative impact on your sales.

Promotion:

Finally, once you've determined the right product, price and place, you'll need to determine how you plan to make buyers aware that you and your product exist. You'll need to determine what types of advertising will be effective, and where (through which media) you'll be able to reach your buyers.

Once you have established your four P's, reinterpret these to focus on the four C's. (We've used Penquin's long-standing client, Suzuki Motor Corporation, as an example to illustrate the theory of the four C's.)

Customer solutions (not products):

Customers want to get a solution to their problem and pay for value.

For example, Suzuki Motor Corporation specialises in manufacturing automobiles, four-wheel drive vehicles, motorcycles, all-terrain vehicles (ATVs), outboard marine engines, wheelchairs and a variety of other small internal combustion engines. The company provides a reliable, safe and family oriented service and has a car for every lifestyle and budget, thus focusing on the customer itself.

Customer cost (not price):

Customers generally want to know the total cost of getting and using a product.

For a family car, or business vehicle, Suzuki offers a variety of models that are more affordable than most family cars on the market. They sell superior technology and the development of building small cars exceptionally well.



Convenience (not place):

Customers want to conveniently access a brand; and this isn't necessarily tied to shopping at a well-placed store. Convenience includes your global footprint, websites, social platforms, and other easy-to-access touch-points your brand provides the consumer.

Aside from Suzuki's wide variety of dealerships, they also have Global sites available, a social media footprint, a local website, blogs and other ways to communicate with them (and view their vehicles).

Communication (not promotion):

Two-way communication with the companies creating the product is very important to customers. Suzuki, as mentioned above, has a Facebook profile and Twitter account where updated information is published daily. They always respond to customer queries and will answer any questions customers might have as soon as they can. Their slogan on Twitter is: "Every tweet shows our passion for life and fun. Ask us about pure spirit, we'll show you the Suzuki Way of Life!" which speaks to the importance of having good customer service in the automotive industry.

DEVELOPING A COMMUNICATION STRATEGY AND TACTICS

The communication strategy is the heart and soul of a marketing plan - get this wrong and your brand will fail. Outline your strategy and include the tactics you'll use to reach prospects in your sales funnel. To determine your marketing mix, find out which platforms your prospects turn to and reach your prospects when they'll be most receptive to your message.

"A holistic communication strategy is something of a Holy Grail in marketing. It promises greater effectiveness at a time when budgets have never been tighter. It also promises more objectivity in media choice when the media landscape has never been more complicated."

- The Good Pitch

THE MOST IMPORTANT PART OF A COMMUNICATION STRATEGY IS THE OBJECTIVE, WHICH NEEDS TO LINK TO THE OVERALL REQUIREMENTS OF THE BUSINESS.

The communication objective and its budget need to be consistent. A budget helps to define the problem and give it a size and shape. Your audience needs to be clear to construct an effective communication strategy around them.

An engaging idea will involve your target market and make your marketing efforts more effective. The idea further informs your media/channel selection and must be used across a variety of channels. Choose your channels wisely and don't assume that you need to market your brand on every available platform (*read more about this in Chapter 4*).

After you have chosen your media channels, they need to efficiently work together by playing a specific role in achieving the overall objective of the strategy.

Lastly, measurement is of utmost importance. Measuring the effectiveness of a channel can get complicated, but doesn't necessarily need to be. Creating a common measurement across channels is very important whether it is to get a reasonable ROI, tracking conversion rates or getting people to sign up for an event/subscribe to a blog.

Form a vision/mission statement

Knowing why you're doing what you're doing, and what the message is you'd like to communicate to the masses, is extremely important for a business. You may change your mission, vision, or values over time, but the overall message stays the same and gives you clarity when making critical business decisions that may impact your future. An example of a brand with a strong brand message is Woolworths; they tie their values into what makes their products different and therefore worth the extra cost. As they say on their site, "At Woolworths we take our business values seriously. They aren't just words in an annual report - they are the foundation of our business. They give us direction and guide our behaviour, actions and choices. In fact, our values are so important to us that we're measured not only on our performance, but also by how well we live up to them."

As Veronica explains,

"Creating a marketing strategy is part of a very creative process. If you see that the strategy is not working, you just have to be honest about it and accept it. Have patience and if you feel the need, conduct another workshop and start from the beginning again. Strategy is a creative process and although clients don't necessarily know what will happen next, they must be comfortable with the project in its totality. Hold hands and walk together. Hold hands and meet each other halfway!"

You're (almost) good to go

Once you have developed both your marketing and communication strategy, you can start implementing it and achieve your overall objectives and goals. If you find that your strategy is not working, change it. It's best to work in conjunction with your client to re-establish what you would like to achieve.

In the next three chapters we examine the different channels that you can use to get the results you need and how most of them worked in Penquin (and their customers') favour.

Do you need our help with an idea or a problem that needs solving?

Let us know and we'll give you a call to discuss.

Contact us

Chapter 3

The role of creativity in integrated marketing.

An integrated marketing campaign, no matter how many channels you use, starts not only with a solid marketing strategy, but also with mind blowing creative ideas. This chapter offers an overview of the role of creativity in integrated marketing. Firstly, it is important to explain how effective marketing and creativity can play a role in the advertising world.

According to Terence Shimp in his book, Advertising, Promotion and Other Aspects of Integrated Marketing Communications,

“There is no simple answer to this elusive aspect of advertising.

There is some agreement, however, that creative ads share two features: originality and appropriateness. First, an ad is original in the sense that the methods, techniques, and copy are novel for the product category in question. That is, an original ad is somehow out of the ordinary; it differentiates itself from the mass of mediocre advertisement [sic]...

The second facet of ad creativity, appropriateness, means that an ad must offer a useful solution to a marketing problem.”

The creative strategy further informs the marketing communication message as an integral part of the promotional process and determines the overall success or failure of any campaign. A creative campaign must be relevant and important to your target market.



Most full-service agencies develop their own unique rules and guidelines to follow when it comes to a creative strategy, but James Web Young, the former Vice President of J Walter Thompson, a well-known marketing communications brand, proposes a **five-step model** when taking on the creative process:

01 IMMERSION

It is important to gather all background information and immerse yourself totally in the problem in order to come up with a relevant solution.

02 DIGESTION

Take the gathered information and come up with a suitable plan to work with it.

03 INCUBATION

Remove the problem from the conscious mind and turn the gathered information over to the subconscious mind to complete the work. This doesn't mean forget about it! This just means put the concept on the back-burner - sleep on it and let your creative subconscious tackle it in the background.

04 ILLUMINATION

This is the 'aha' moment where all the work from the previous three steps percolates into something incredible. Unfortunately, this is not a tap you can turn on and off but it helps to brainstorm and work through both good and bad ideas until the right ones show themselves at the end of the tunnel.

05 REALITY OR VERIFICATION

Study the idea to see if it solves your problem. Finally, shape the idea to practical usefulness.

The creative process is guided by your business' goals and objectives, as set out in your marketing and advertising strategy. However, there are many ways to communicate a message by means of the creative process. The challenge, however, is to find the method that works for your company, find a major selling point and use it as a way to create a successful creative strategy.

Veronica says,

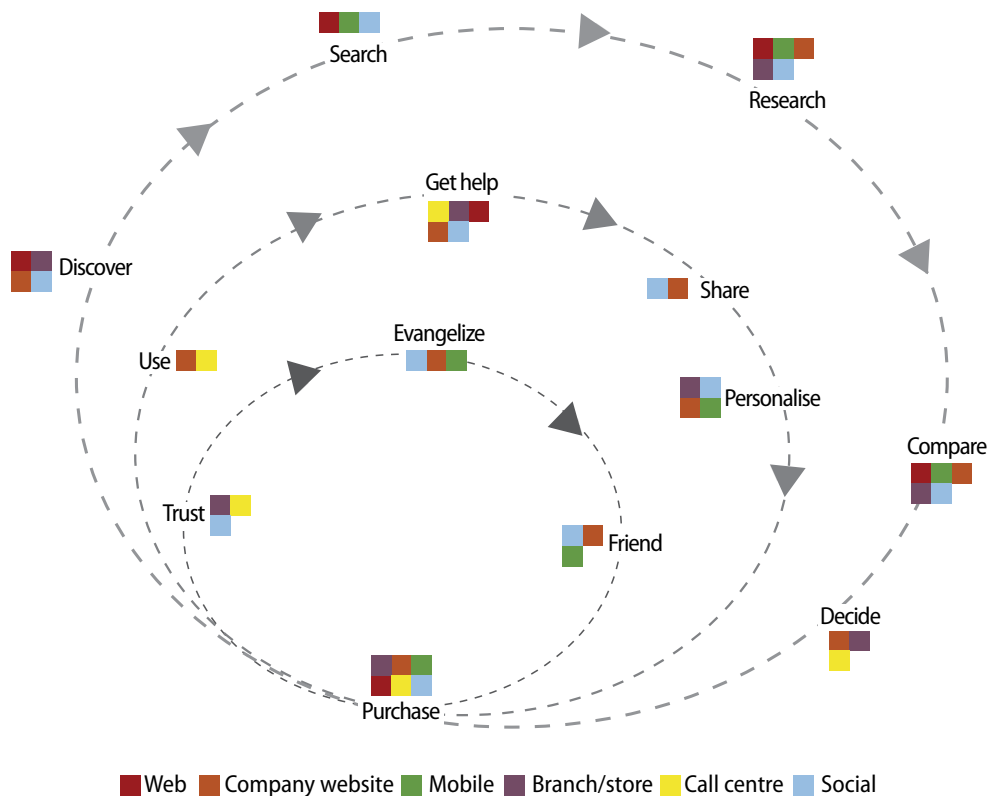
“Ideas stem from ideas. Push your boundaries to set them and be comfortable with the flow of the creative process.”

Chapter 4

Integrated marketing in different areas of the business.

The variety of marketing channels available nowadays means your potential customers can be found anywhere. It's up to the marketer to be where they are. Consumers access information from different devices (smartphones, PCs, tablets), making the buyer's journey more complicated.

As the number of platforms increases, integrated marketing will be the key to gaining the attention of more potential customers. Integrated marketing allows customers to connect with you wherever they feel most comfortable. It gives the customer choice: a choice to listen, engage and buy what they want, when they want and where they want.



Source: "The Emergence Of Customer Experience Management Solutions," Forrester Research, Inc., August 10, 2011

SAS, a business intelligence and analytics company, notes: "Marketing is no longer about creating a flurry of activity – it's about orchestrating customer interactions that deliver ROI. It's not about reaching everyone – it's about reaching the right ones. And it's not about creating just one great customer experience – it's about managing the complete customer journey to build loyal and profitable relationships for years to come."

In this chapter, we take a broad look at the various channels you may want to include in your integrated marketing plan and how advertising campaigns delivered measurable results for Penquin and its customers. Do keep in mind, once again, that you do not need to use all of these listed channels - it depends on your customer's needs and wants.

01 TRADITIONAL AND DIGITAL MEDIA

Creating a media strategy means understanding the client, its target market and challenges and what they would like consumers to achieve. Creating a media strategy, distributing and monitoring it may become confusing if not managed and planned correctly.

Although the media strategy is only used later in the communication process, it still remains important to simultaneously develop it with the creative strategy. A standard media plan typically consists of four stages, namely

- Stating your overall media goals and objectives,
- Evaluating the media landscape,
- Selection and implementation and
- Determining the media budget to successfully meet the required objectives.

Sandra Palmer, Penquin's Media Director says,

“Traditionally, it was important to understand your target market and publish content on a variety of platforms. In the digital age, new tailored messages are more important to deliver communication in a more effective manner.”

In the end, quality always wins over quantity.

Stating overall media goals and objectives

It is firstly important to look at the overall reach of the specific media channel chosen. This will entail the amount of people or households exposed to a chosen media. Look at the amount of times a consumer will be exposed to the message as well as the likelihood for them to consume a message. Lastly, the timing of media insertions also becomes important i.e. publish 10% when starting, 20% in the next two months, 40% in the next three months, and so on.

Evaluating the media landscape

Do enough research to establish who the target market is and translate your demographics and psycho-graphics to form it. There will always be specific strengths and weaknesses of each medium, but you need to assess how your target market will react to the medium in question, before making your own assumptions. Rely heavily on background research and the success of past media campaigns for this step.

Selection and implementation

Your media mix decisions are restricted by a media budget. Look at the available times and channels that will work best, given the selected media goals and objectives, and negotiate booking space for a channel to stand out from the rest of the crowd. This also includes the size, frequency, reach and positioning of the advertisement.

Determining the media budget

There are many factors to consider when determining your budget.

Traditional media (e.g. radio, print and television) are typically more expensive advertising mediums, as there is a physical production cost involved too. For example, filming a TV advert requires a film crew, actors, script writers, lighting and camera equipment, etc. Digital campaigns, on the other hand, don't tend have the same high production costs, depending on the quality of content you want to create .

The quality and quantity of your advertising will also determine your media spend, as an advert on a national radio station will cost more than an advert on a local channel.

You'll need to decide which mediums offer you the best opportunity to reach your potential buyers, and then work out a budget that ties into your overall strategy and SMART goals.

Pay-per click and display advertising

Paid advertising, or pay per click, is a useful tool to use to help people look for something you offer, as people know exactly what they search for online. It is an online marketing and advertising formula where the advertiser does not pay a fee to place an advert, but pays a certain amount of money each time someone clicks on their ad and is taken to their website.

Display advertisements, on the other hand, only display in relation to what the person is searching or Googling for and the payment structure is generally much cheaper because the 'real estate' they take up online is diffused amongst many sites. With a combination of search and display advertisements, people will start recognising your brand and start thinking about it. Reach Local gives a perfect example of the difference between the two:



“When Sally searches for the perfect pair of red, white and blue sandals, she might see and even click on your text ad, but she may not make a decision right away. So you still need a way to reach her when she isn't searching — with display advertising. The truth is, both of these tactics work to help you get more sales.”

A pay-per click campaign, if needed, should form part of your overall media strategy. Research that supports your media strategy will typically form part of the pay-per click campaign. This entails information on the conversion rate of the industry, a benchmark, examining past campaigns, looking for relevant keywords, etc.

Use a keyword planner, like Google Keyword Planner available within your Google AdWords account, to identify broad and exact matches of keywords to see what the market is doing and what they are typing to find you. Choose relevant keywords to start off with and then go from there. If it works, leave it, if it doesn't - change it. It is quick, easy and cheap to see results and make changes as you go along. You have nothing to lose, you can only gain from using PPC.

Case Study

Suzuki Vitara: Penquin's success story



The single most powerful feature of marketing in a digital age is the ability to segment an audience and speak only to consumers that are relevant to a business. This allows a business to tailor messaging so that it's completely relevant and more compelling to an audience, and to start a healthy relationship with a consumer by nurturing them through the sales funnel. The internet gives brands creative freedom and it becomes more possible to run a television campaign, for example, if the creative messaging is compelling enough. The Suzuki Vitara campaign is a great example of a case study of a growing brand still competing for market share.

Objectives of campaign

The goal of the Suzuki Vitara campaign was to build awareness around the vehicle and create an interest. Suzuki needed people to become aware of the vehicle and get them to enquire about the vehicle and book test drives.

Challenges of campaign

- At the time of the campaign, Suzuki didn't have a working mobile site. It was thus necessary to focus on desktop, which isn't ideal in a world where mobile is taking over.

Stages of the conversion process

01 Data collection:

- Traditional Media Experts research and recommendations
- Client suggestions
- You can show advertisements to users who've previously visited your website, based on which products they viewed on your website, using Google Dynamic Remarketing (defined by Google thusly: "Remarketing lets you show ads to people who've visited your website or used your mobile app. When people leave your website without buying anything, for example, remarketing helps you reconnect with them by showing relevant ads across their different devices") and Google Analytics
- Keyword research using tools like Google AdWords and Google Trends

02 Pinpointing the audience

After gathering the relevant information, it was time to highlight to the audience that would suit the Vitara best and who would make it possible to achieve the desired outcomes for this campaign.

03 Creation of relevant, attractive content

The creative message was developed by using the results in Stage Two of the conversion process. Capturing the right audience at the right time was imperative to the success of this campaign. Equally important was the strategy around how the brand would be presented to the intended audience.

04 Analysis, refinement, repetition

The campaign was monitored closely and changes were made throughout the whole process to ensure the success of it.

Platforms used

- Google AdWords is a great platform to use to attract potential customers to your website.
- YouTube was also used to get people to watch videos and advertisements about the Vitara due to its visual storytelling nature.
- Because the Suzuki Auto mobile site was not working at the time, a "Mobile Microsite" was used as a replacement. An online application, Rich Media Advertisement, was used to promote the visual nature of the campaign.
- Websites like Autotrader and Leisure Wheels were used in conjunction with these other strategies to attract visitors already looking to buy a vehicle.

Campaign reach and outcomes

- Vitara Pageviews: 10 361 (39.19% increase)
- Sessions on the Vitara Page: 3 524 (123.04% Increase)
- New visitors to the Vitara Page: 2 138 (59.15% Increase)
- Number of test drives booked: 164 views received with 45 submissions to book a test drive (27.44% conversion rate)

02 SOCIAL MEDIA AS PART OF YOUR CONTENT DISTRIBUTION STRATEGY

When creating content for a client, it is key to understand the communication strategy and establish the various content pillars associated with it to align a social media strategy for the campaign. From the communication strategy, you get insights on the target market and their interests. The social media strategy is an important addition to and component of the marketing strategy. Although additional, it must speak to the same target market.

Tokiso Molefe, Penquin's Social Media Manager says,

“We encounter daily challenges in social media creation and distribution. A lot of clients think being on social media is enough, but it isn't. The quantity of content might not be a problem, but quality is.”

Social media content, like any other part of the marketing strategy, must have a clear purpose as the only control you have is publishing good content to establish how your audience reacts to it.

Tokiso continues,

“Old school communication is creating a press release, waiting for its analytics - which are difficult to measure - and getting the results from there. If you're on social media, change your strategy if it isn't working, think out of the box and don't wait for something to go wrong.”

Social media best practices

- Create clear and compelling key messages that align with your overall creative marketing message.
- Certain language works better on Twitter than on Facebook, for example, so you need to adapt your content accordingly.
- Maximise how each platform can best represent the brand and create awareness when it's necessary.
- Make it easier to access content and always be one step ahead of your competitors. Tokiso explains, “A smart brand moves with change and the evolution of communication platforms. It is all about human behaviour, but you will need to keep up to make a statement.”
- Have a solid social media team in place to do social distribution and monitoring, also known as ‘listening’. Consistency and regular publishing of content is extremely important as consumers expect certain content at certain times.
- Audit your social media presence and audience engagement by both mimicking and constantly evaluating your company's personality and goals.
- It's essential to be responsive to what your audience is saying, and adjust your strategy as needed to their

Case Study

Penquin and Amex's social media strategy

A social media strategy was implemented, by Penquin, on Facebook and Twitter for Amex Forex, an American multinational financial services corporation headquartered in Manhattan's Three World Financial Centre in New York City in December 2016. The social media strategy was aimed at educating and linking Forex to lifestyle related content. The focus was on travel in December and information and content around the exchange rate and how to spend your money wisely over the December holidays.

Highlights of strategy in December 2016

- The Facebook page received 737 new likes for its first month. New pages with a smaller budget for promotions generally only receive 200 likes on average and low engagement.
- Within less than two months, the page likes have grown to an average of 1700 followers on Facebook. This was achieved with a minimal spend of ZAR 1000.
- A majority of the budget was spent on Facebook as it has a better ROI than Twitter.
- The engagement rate was at 3% on Facebook and on par with the minimum business page engagement rate of 3% on Facebook.
- Facebook reached over 12000 people in one month.



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03 BRAND ACTIVATIONS

Many popular advertising brands use activations to build awareness around their product and give the consumer a physical experience that will create a more personal connection with the brand in question.

When a product is first developed, it is unknown to the public until marketing efforts bring attention to it. Through the use of consumer engagement, experiential events, consumer participation strategies and rapid growth, the brand can become more known to the public.

Andries Van Wyngaard,
Penquin's Special Projects Director says:

“Activations are the moment when your consumers experience your physical products or services as well as making them aware of your brand and its identity.”

He states that each activation process is done differently for each brand. These are the factors always playing an important role in activations:

- Attraction
- Attachment: an emotional attachment is formed.
- Excitement (and this is also brand-specific);

Andries continues:

At Penquin, we look at specific brands and their expectations and try to design an emotion in order to set the theme of the activation and the experience involved with it.



ANDRIES RECOMMENDS THE FOLLOWING BEST PRACTICES WHEN CREATING AND IMPLEMENTING A BRAND ACTIVATION:

- 01** The client will communicate the need to “activate” their product (bring the product to life by putting it in front of customers in a tangible way - sell it as a by-product of the senses that an activation delivers) or Penquin will suggest this to client as part of the overall marketing and advertising strategy if it makes sense to have a physical engagement.
- 02** A basic plan that can be launched before the activation to make sure that we have as many people as possible when the activation starts is needed.
- 03** Once the need for an activation has been established, the following will be determined:
 - a** The main objectives of the activation – is it to create general awareness or are we trying to get consumers to touch, feel and experience the product? Are we collecting consumer data so salespeople can be contacted after the activation? These objectives will differ for every brand.
 - b** Who is the target market?
- 04** The gathered information in Step 3 will determine:
 - a** Relevant dates identified for the activation (i.e. if an activation is aimed at holiday goers at beaches, it is best to do this in the school holiday season in order to reach the right target market).
 - b** The venue for the activation – where will we find a large group of our target market? A list of activities that need to take place to entice/excite the target market and ensure that we reach most of our objectives are stipulated. These are all important when it comes to choosing the right venue.
- 05** Once the above-mentioned is established, the activation is designed.
- 06** The activation budget is determined and typically consists of:
 - a** The activation stand elements including transport and setup
 - b** Cost of the location
 - c** The cost of the marketing campaign
 - d** Cost for promoters
 - e** Giveaways (if needed)
 - f** Event Management Fees
 - g** Contingencies (a live environment means things can change rapidly and your budget needs to leave room to be responsive)
- 07** Once the budget is approved by the client, the process continues.
- 08** A JOC (Joint Operations Committee) process, a checklist containing relevant information for events and activations, which is basic health and safety requirements, engineering certificates for constructed pieces, electrical appliances,, etc. is important to ensure a well-organised activation.
- 09** The stand can now go into its development phase and all relevant parties are briefed before proceeding with the activation.
- 10** Execution - your stand is live and running!
- 11** A post report is created which contains data about the success or failure of the activation and how ROI is measured.

Case Study

Windows 10 - A successful brand activation

In September 2015, Penquin launched a roadshow across the country for the launch of the new Microsoft operating system, Windows 10.

Objectives of campaign

- The challenge of this activation was to receive approximately 25000 downloads or upgrades of Windows 10 from September (the start of the activation) to the end of December 2015.
- Windows 10 wanted to “upgrade” the lives of consumers who are go-getters and follow the “Do Great Things” attitude.
- Two teams successfully completed this goal by 28 September 2015.

Challenges of campaign

- Doing a brand activation across South Africa was logistically demanding, but having the right team in place made it an easy task. The road show took place at 28 venues nation-wide ranging from a variety of gyms and varsities.

Results of the activation

Approximately 25 000 consumers visited 28 gyms and universities around 13:00-19:00 over a period of four days with chosen ambassadors interacting with them. They were all given the Windows 10 file for downloading purposes. With 920 trial cards completed, the average likelihood to upgrade their operating systems to Windows 10 after each activation was at a 100% increase than before the activation. The average likelihood to purchase Windows 10 after the activation was at a 60% increase than before the activation. The average likelihood to recommend Windows 10 to family and friends after the activation was at a 70% increase than before the activation.



The Windows 10 roadshow held at Planet Fitness in Bedford Shopping Centre

Andries says:

“The importance of a successful activation is not to micro-manage, but regular feedback and status is important. Ask if you’re unsure and you will get guidance. Honesty always saves the situation when it comes to meeting deadlines.”

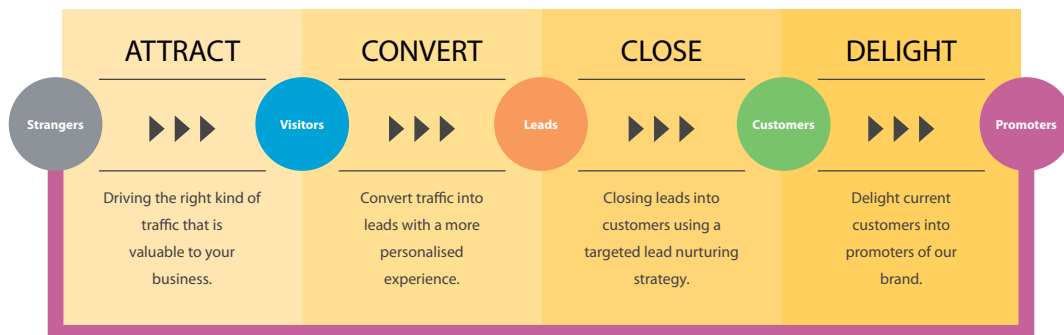
04 INBOUND MARKETING

In the current digital environment, the process of advertising and closing sales has become far more consumer-centric, with personalisation being the norm and consumer brand-evangelism the goal.

Inbound is a marketing methodology that focuses on sharing helpful information with people when they need it, using a digital delivery and measurement platform. It is about making, sharing and measuring content with strangers at the right time, to convert these strangers into customers. The inbound methodology empowers both sales and marketing teams by providing quality, qualified sales leads on a consistent basis. This is now more necessary than ever in the current economic climate.

How integrated marketing links to inbound marketing

Just as integrated marketing focuses on specific personas or target audiences, inbound marketing understands the needs of specific personas before a campaign is launched. The messaging is consistent across platforms and has one goal in mind: to attract visitors, convert them into leads and close them as customers. By starting with the people, instead of the products, a campaign will turn out to be far more effective than you planned for it to be.



The inbound methodology

Start collaborating and trust the inbound process

SAMTRAC International is a provider of online health and safety training; and was established in South Africa in the 1960s. Despite their small beginnings, they offer courses in six languages and compete in an international space. In seven months from starting the inbound process with this company, they ranked top in organic Google search results in their field. Site traffic exceeded targets by 65%, customers increased and the target for leads rocketed by 340%.

Our inbound goals

Despite some challenges, SAMTRAC found that setting up measurable goals could help shape their online strategy. Measurability was always a challenge of theirs, and was previously both time-consuming and inefficient.

THEIR 5 MAIN CHALLENGES AND GOALS WERE TO:

- **Expand into the international market:**
The market struggles to find affordable and standardised health and safety training that work across global organisations.
- **Become a top HSE training provider:**
SAMTRAC wanted to be top of mind as a health and safety (HSE) online training provider.
- **Shorten the sales cycle** and attract students more frequently.
- **Demonstrate thought leadership:**
Establish SAMTRAC as a thought leader in the competitive HSE industry.
- **Improve measurability:**
Dive deeply into the statistics around their digital activity and online presence.

Challenges of this campaign

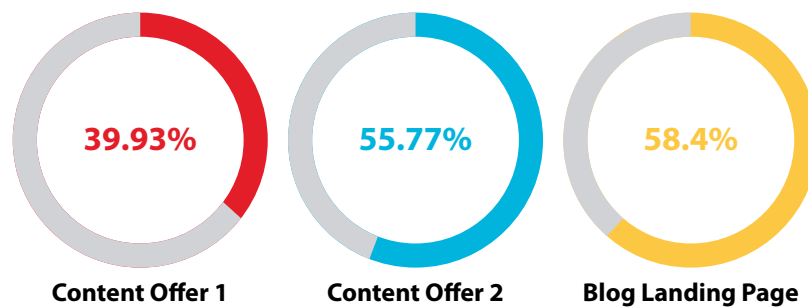
Inbound marketing is a very complex process and sometimes clients do not really understand how it works. As one of Penquin's first clients, SAMTRAC was cautious of a marketing technique that was still new to South Africa.

However, by fully committing to the inbound process and onboarding structure, results began to show. The blog and website have received approximately 65,000 visits. With a regular posting schedule, a social media strategy and regular email marketing tactics, figures soon met – and exceeded – target.

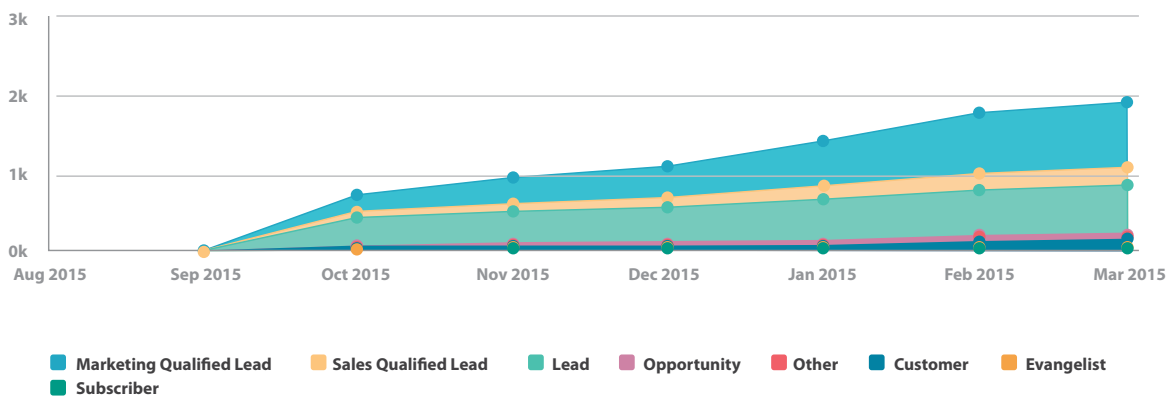
The outcome

Using Hubspot tools and working backwards from the number of clients they needed to acquire versus their current figures, targets were set up based on both this and their challenges, goals and objectives.

The landing page submissions, which have an industry benchmark of the top 10% of achievers reaching 11.23%, after 7 months were at:



The client's database exploded from 0 contacts, to over 5000 leads. The visit to lead conversion rate is 3.1% (above the norm of 1-3%) with the lead to customer conversion rate at 8.5% - again above the expected benchmark. The blog has over 500 subscribers, who receive articles twice a week.



Darren Leishman, CEO of Spitfire Inbound, Penquin's sister company, believes that when expectation is exceeded, loyalty is born. Keep existing customer satisfaction at a high, by ensuring product quality and excellent after-sales service. Existing customers will promote your brand to sufficiently sway their friends and followers.

Chapter 5

Integrated marketing delivers measurable results.

An integrated marketing measurement process is a good way to discover great insights and tactics for future campaigns (*as also seen in our case studies in Chapter 4*).

The big question companies have, is how to find the perfect way to measure your efforts. However, the best approach may be to use a variety of measurement approaches in unison.

When thinking about ROI, it is important to answer a variety of questions including:

“How do you measure reputation?”

“How do you measure spend relative to profit?”

“What is the conversion rate and what is the benchmark for this?”

Jim Nail, chief marketing and strategy office at TNS Media Intelligence/Cymfony, a global marketing company, explains:

“If you try to define ROI as sales/revenue, the big problem is that no single marketing communication or medium is really responsible for the sale (which is why integrated marketing is necessary in the first place) — each contributes a bit to it. But even sophisticated measurement techniques like marketing mix modeling devolve to trying to assign sales to individual media or elements of a campaign. It may be the impossible dream, but what you really want to understand is how each element nudged a particular segment closer to buying, and what combination is most effective.”

KEY TAKEAWAY: WE DON'T JUST MEASURE FOR THE SAKE OF IT, WE NEED TO PLAN WELL AND MEASURE WHAT MATTERS.

Veronica says:

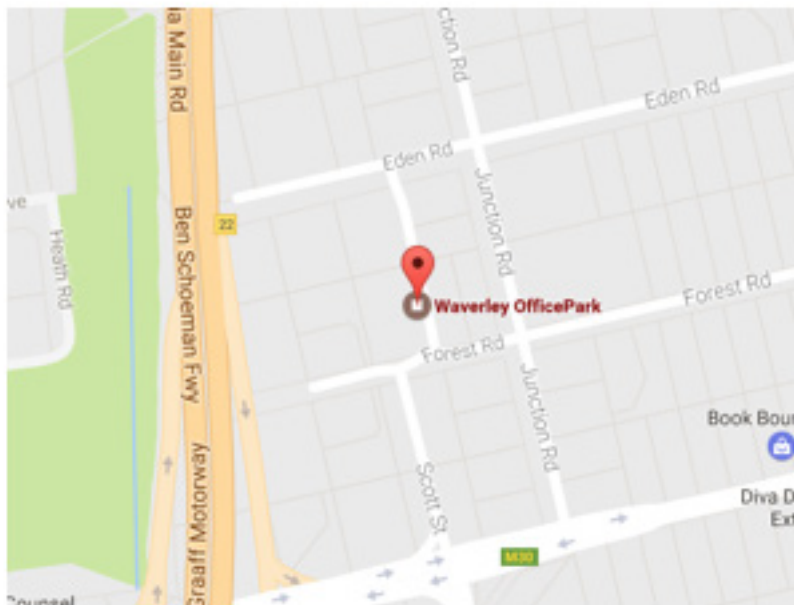
“We should always try to accommodate clients by planning well in advance and understanding why we're doing something.”

So, hold hands with your client and get the best results from your integrated marketing campaign by doing and measuring what matters.

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