



Integrated MARKETING

Making the Maximum Impact
with What You Have

Presented By:



Today's **Agenda**



- + Multi vs Omni Channel
- + Secret Formula
- + Audience Targeting
- + Small Budget, Big Impact
- + Content Creation Tips

Omni-Channel **vs** Multi-Channel



Omni-channel: When a company uses multiple channels to spread their message.

The channels are usually integrated with each other to create a **seamless experience**.

Omni-channel marketing focuses on **customer experience**.

Focuses on a seamless transition between channels for customers already interacting with their brand.



Identical twins Mark and Scott Kelly, both former NASA astronauts

Multi-channel: When a company uses multiple channels to spread their message.

The channels are usually separate and the goal is to cast a wide net to **reach as many people as possible**.

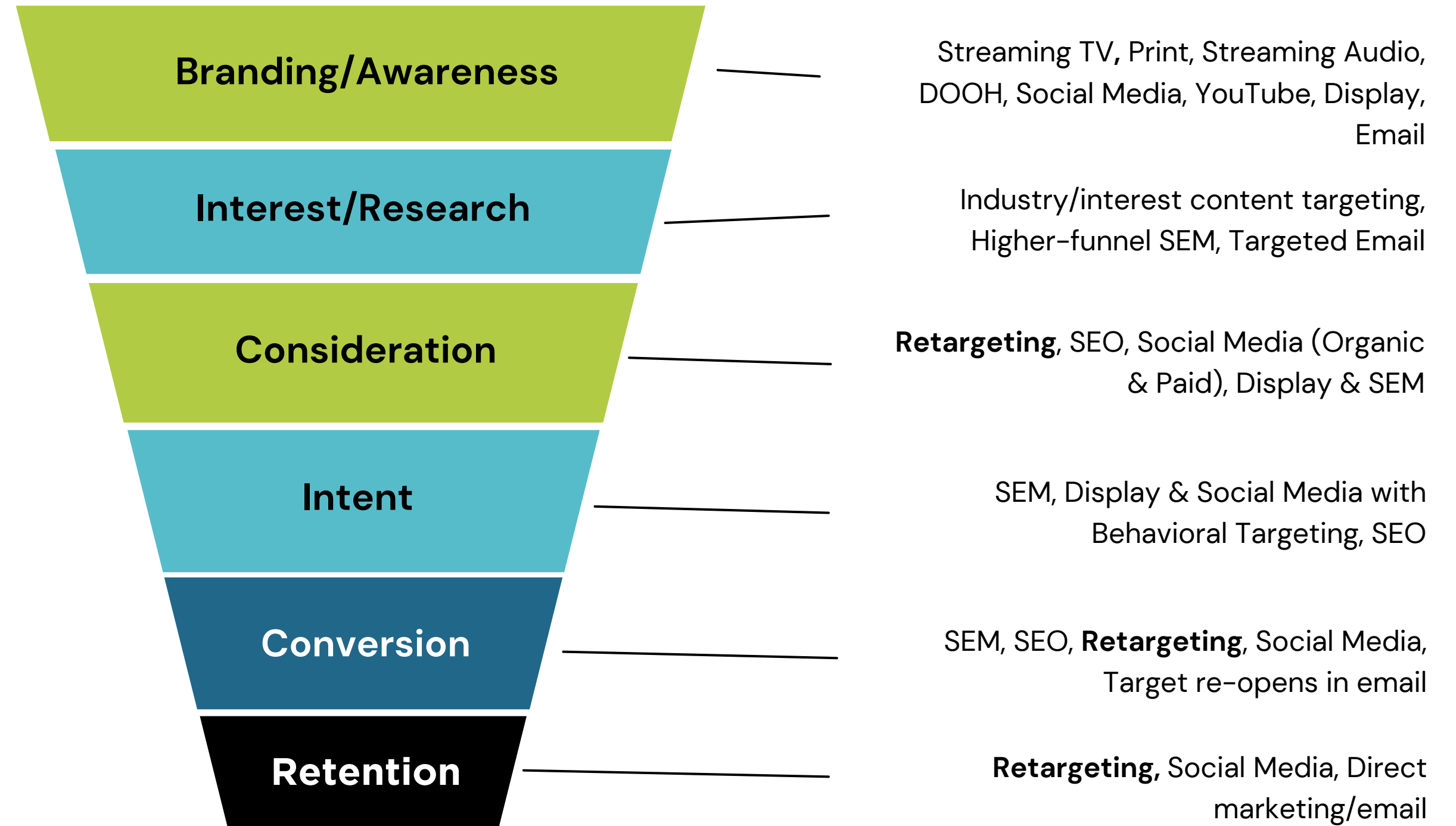
Multi-channel marketing focuses on **customer engagement**.

Focuses on increasing the number of channels available to customers.

Customer Journey

Every customer journey is different but a combination of tactics will maximize the impact of your marketing.

- On average, multi-channel **customers spend 3-4x more** than single-channel customers.
- Consumers who see ads on multiple channels also have a **24% higher conversion rate** than those who see them via one channel.



Multi-Channel **Example**



*Neil Patel

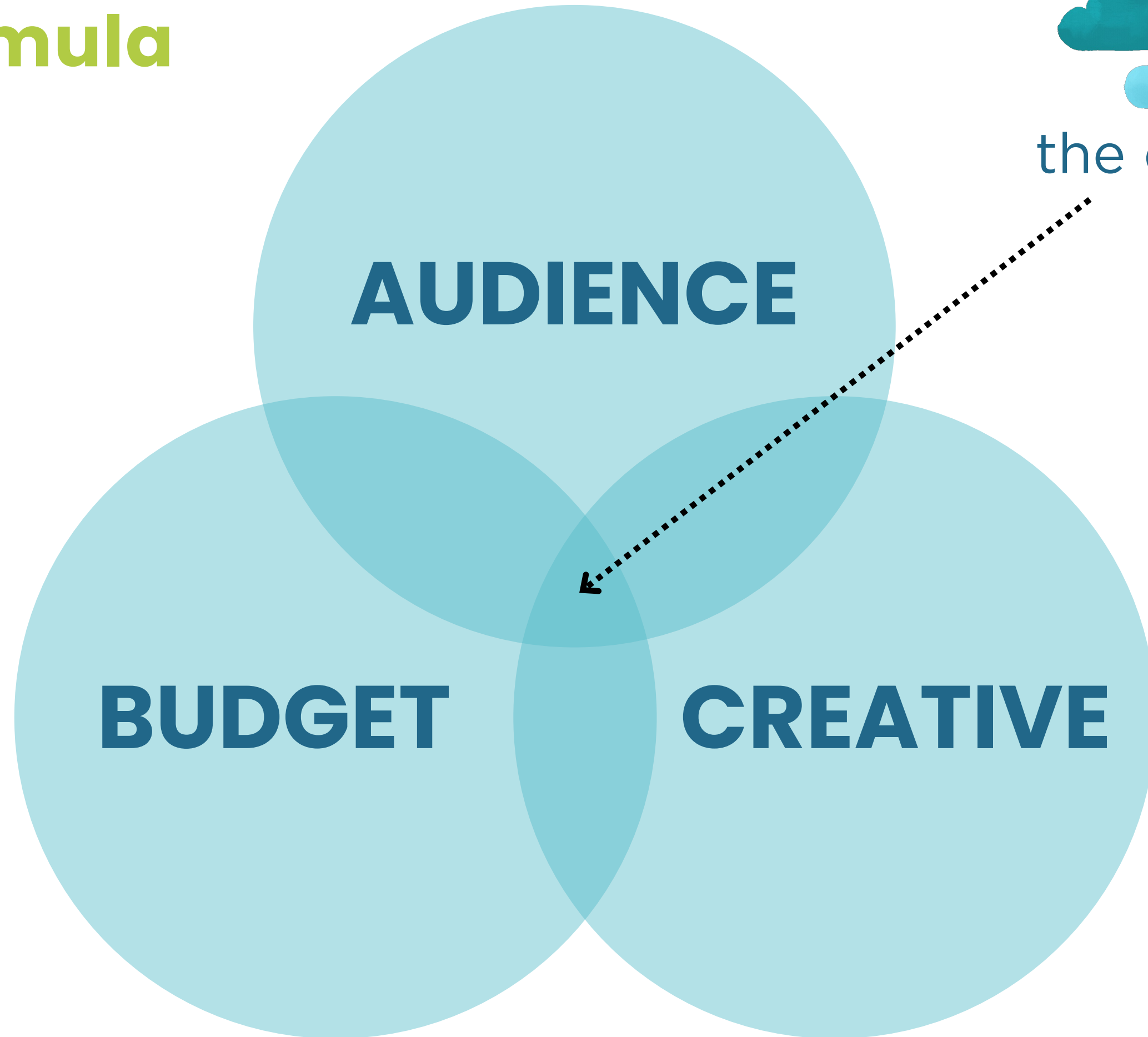
Expedia ran an internal test for some of their better-known brands like booking.com and hotels.com.

They found that when they ran ads on radio, TV and online, their **cost to acquire a customer** went down by 10% across all channels.

Secret **Formula**



the dream



1st Party Data & Retargeting

What Is It?

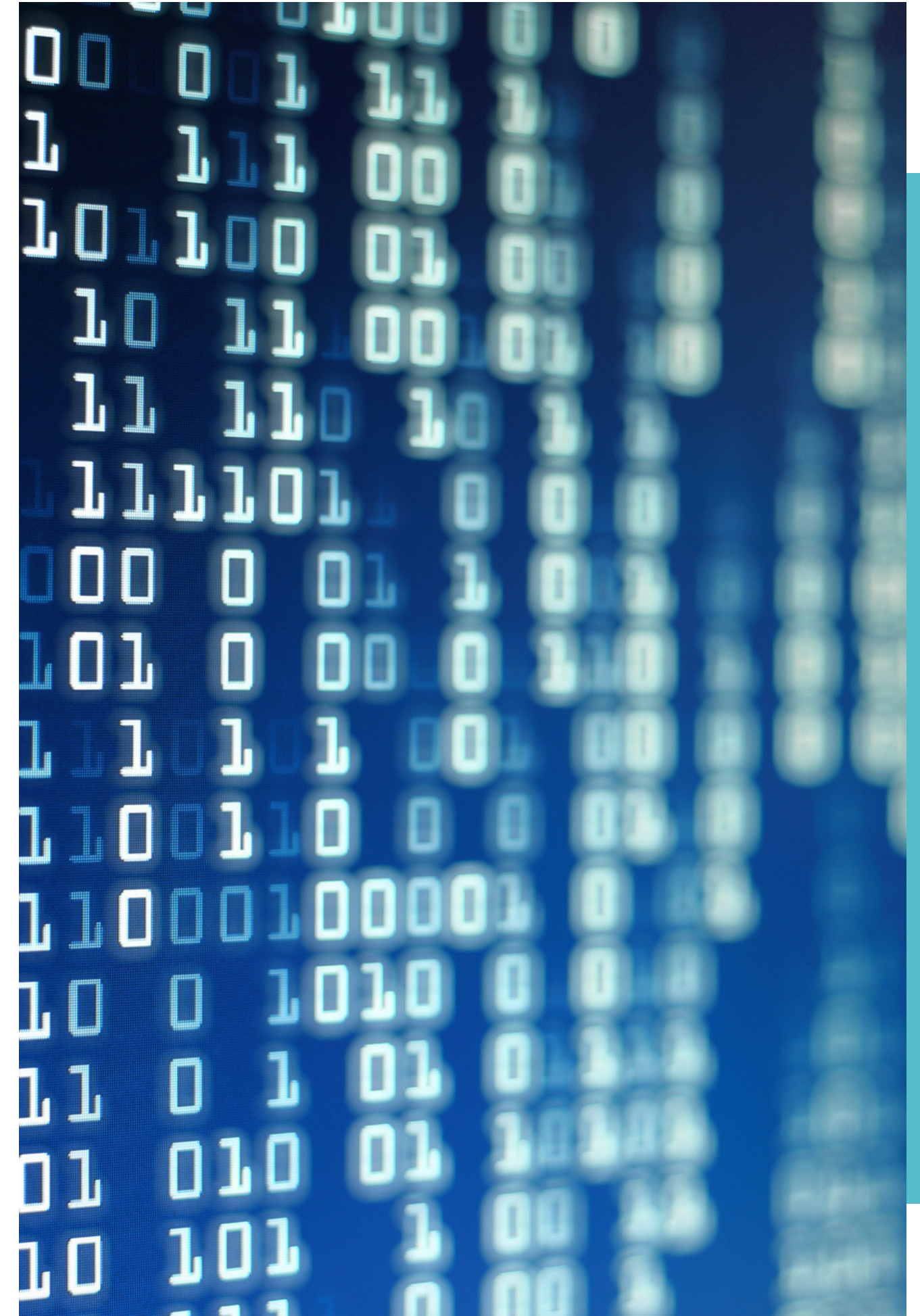
It's customer data that your organization has collected and owns - like customer emails and website visits.

Why Do You Need It?

This data can be used for [retargeting](#) and for creating [lookalike audiences](#).

How Do You Get It?

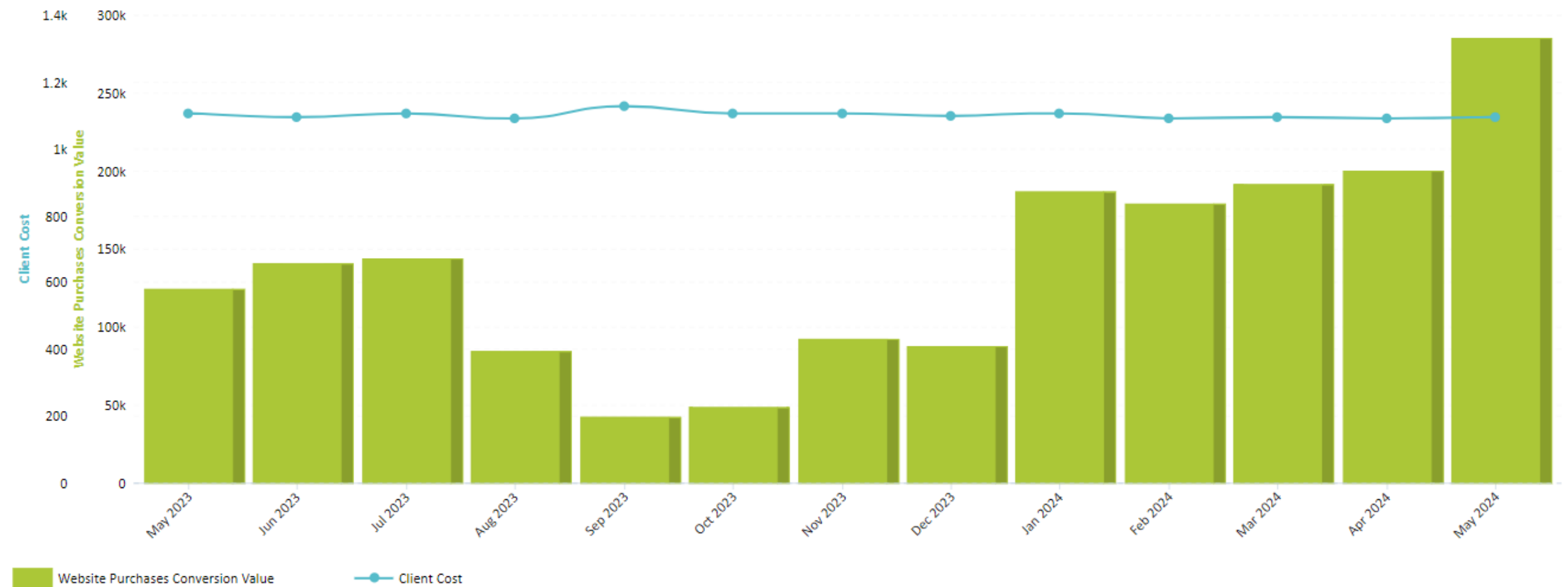
Grow your email lists, place a Meta pixel and Google remarketing tag on your website.



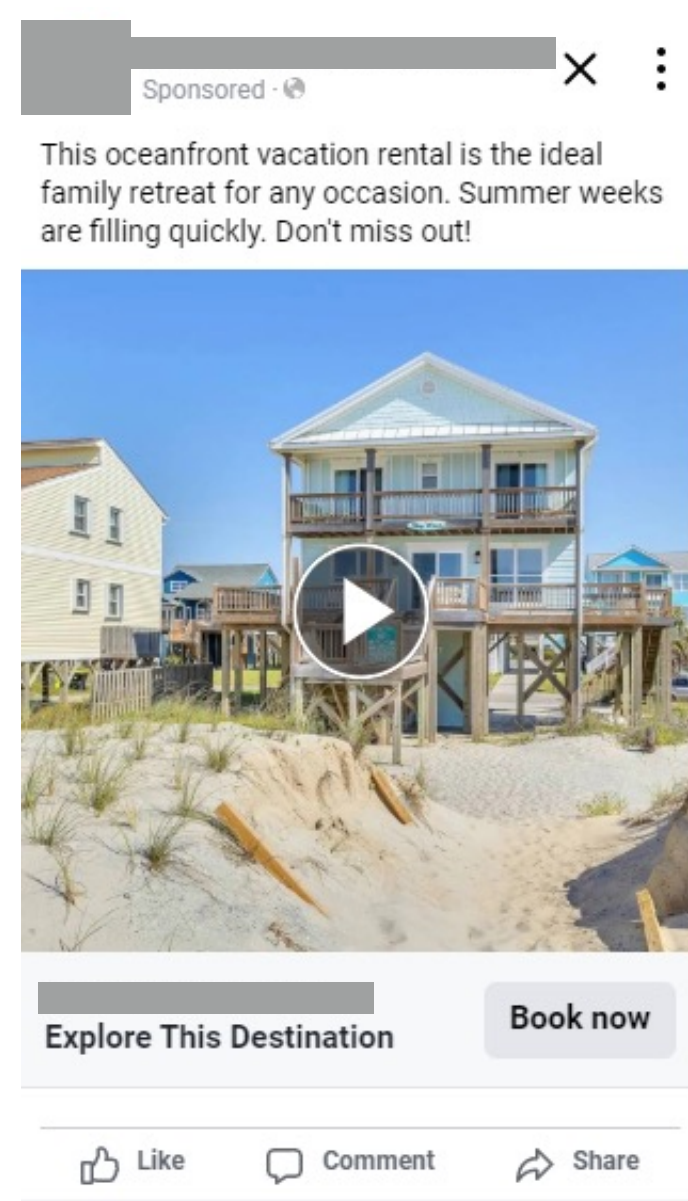
Small Budget, **Big Impact**

Date	Website Purchases Conversion Value
May 2023	\$124,567.00
Jun 2023	\$140,697.81
Jul 2023	\$143,703.06
Aug 2023	\$84,428.45
Sep 2023	\$42,205.81
Oct 2023	\$48,283.45
Nov 2023	\$92,007.66
Dec 2023	\$87,597.45
Jan 2024	\$186,853.94
Feb 2024	\$179,194.36
Mar 2024	\$191,382.28
Apr 2024	\$199,650.61
May 2024	\$285,257.57
Total	\$1,805,829.45

Investment: \$27,000.00
Revenue: \$1,805,829.45

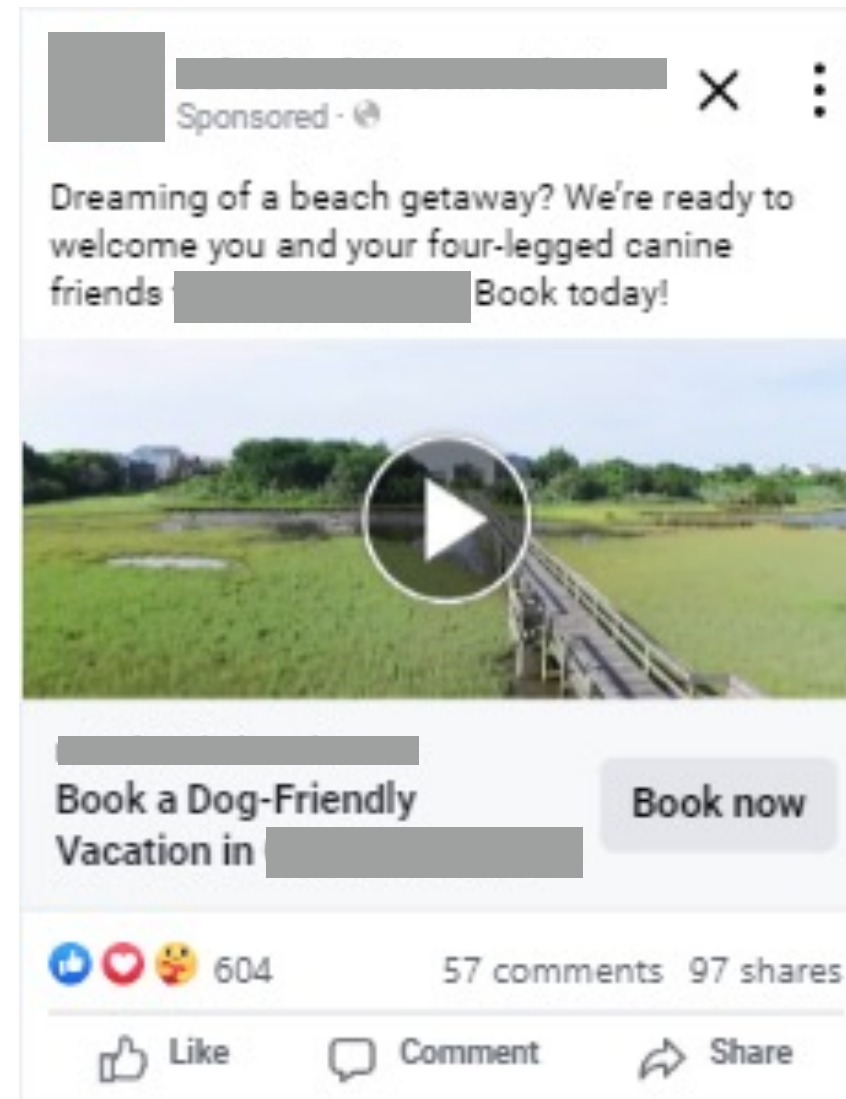


Awareness, **Consideration**, Conversion



Branding & Awareness

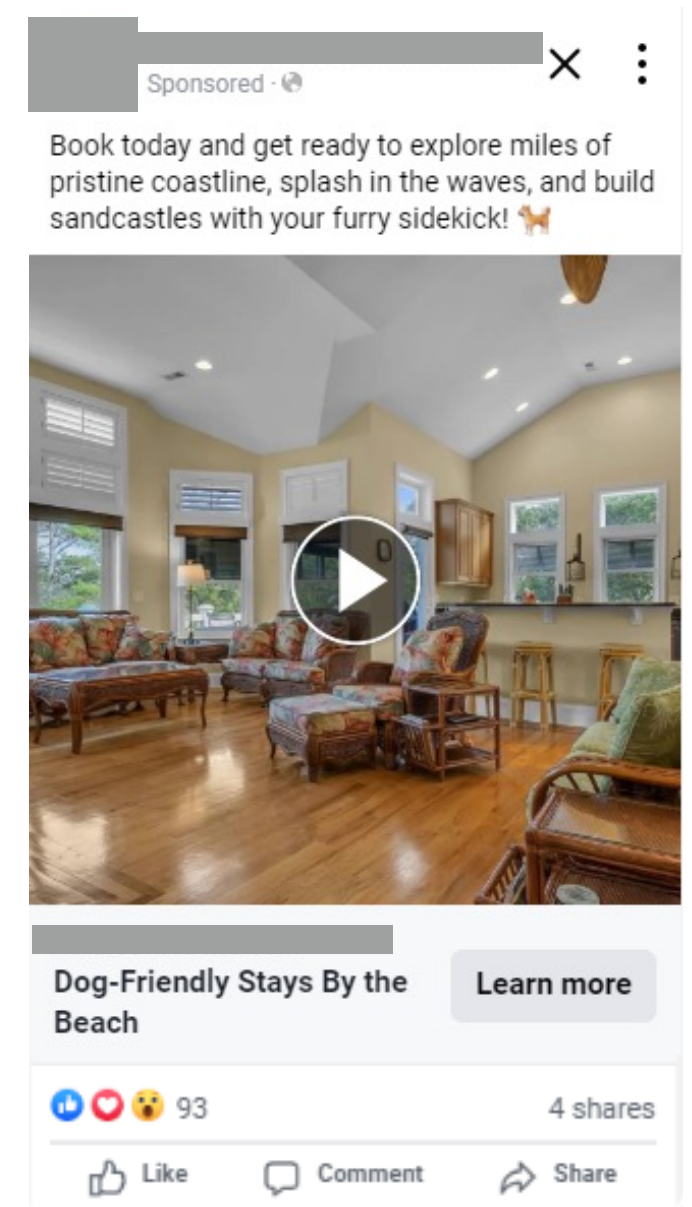
26 bookings in 4 months



Consideration (Behavior Targeting)

51 bookings in 4 months

Cost per Acquisition was **50% less** than Branding & Awareness



Conversion (Retargeting)

53 bookings in 4 months

Awareness, **Conversion**, Retention



Branding & Awareness
15 Ticket Purchases



Website Retargeting
4 Ticket Sales

CPA was 60% less than B & A



CPA was 259% less than B & A



Email List & Lookalike
86 Ticket Purchases

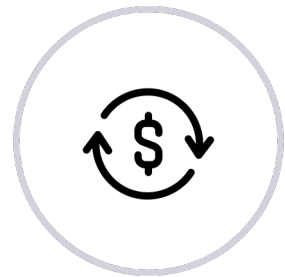
Social Media **Facts**



DID YOU KNOW?

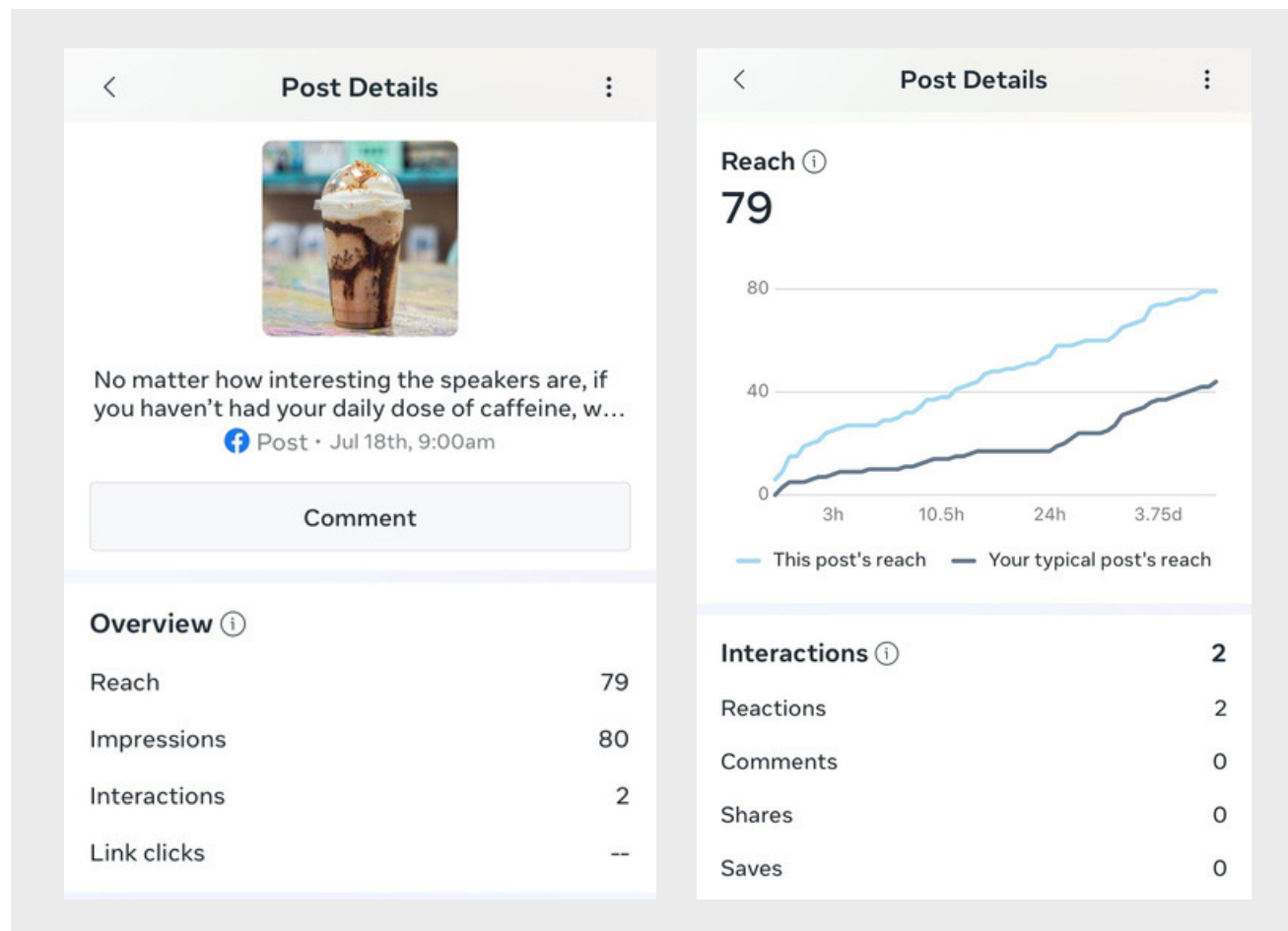
- 3.065 billion monthly active users on the Meta platforms
- 2.1 billion people use Meta platforms daily
- 71% of consumers interact and eventually buy products or visit a destination based on their social media content

Boost Budget

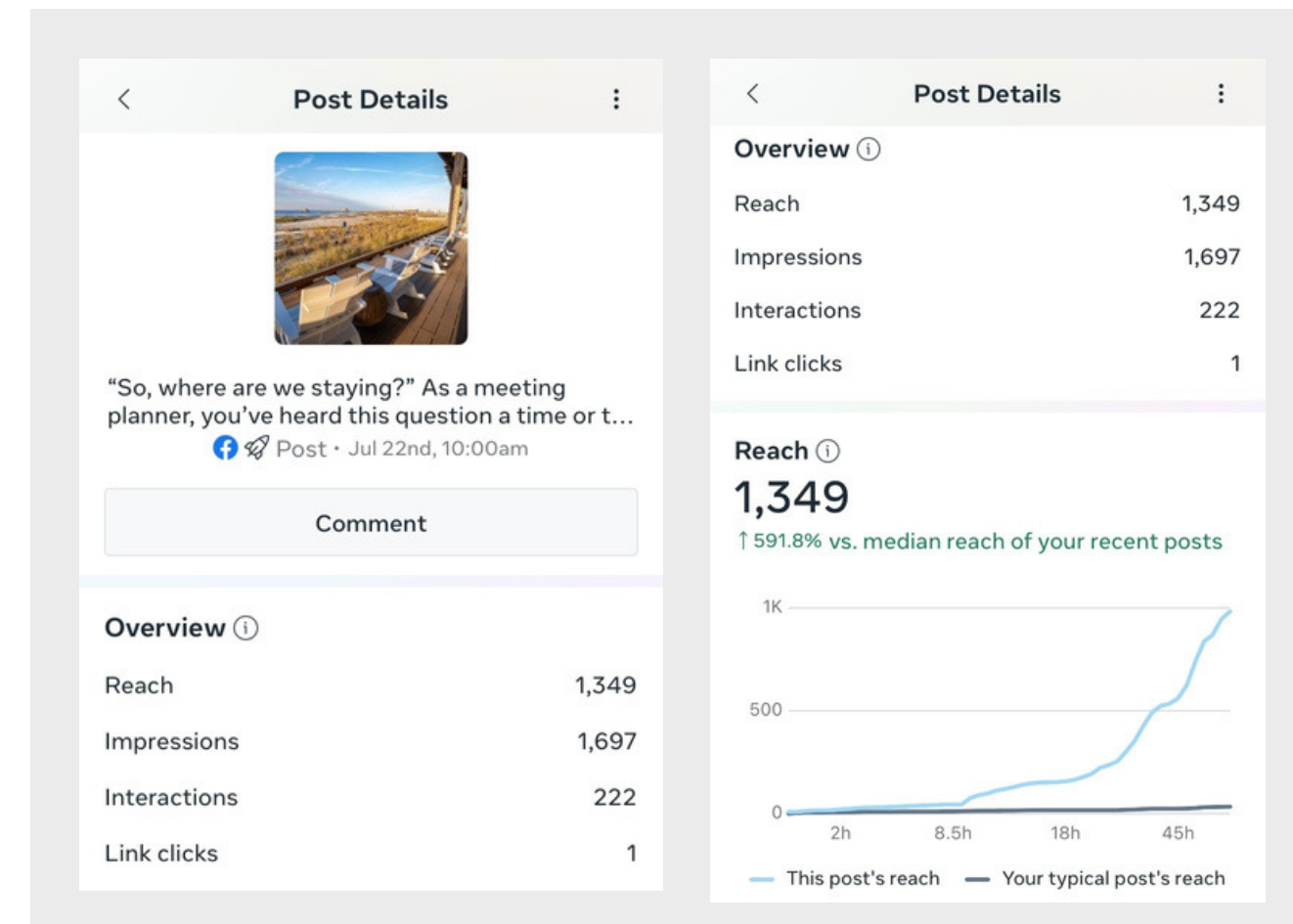


Without boosting a post, you are only reaching **2-4% of your followers**. Even a small boost budget can really make a difference in reach and engagement.*

Organic:

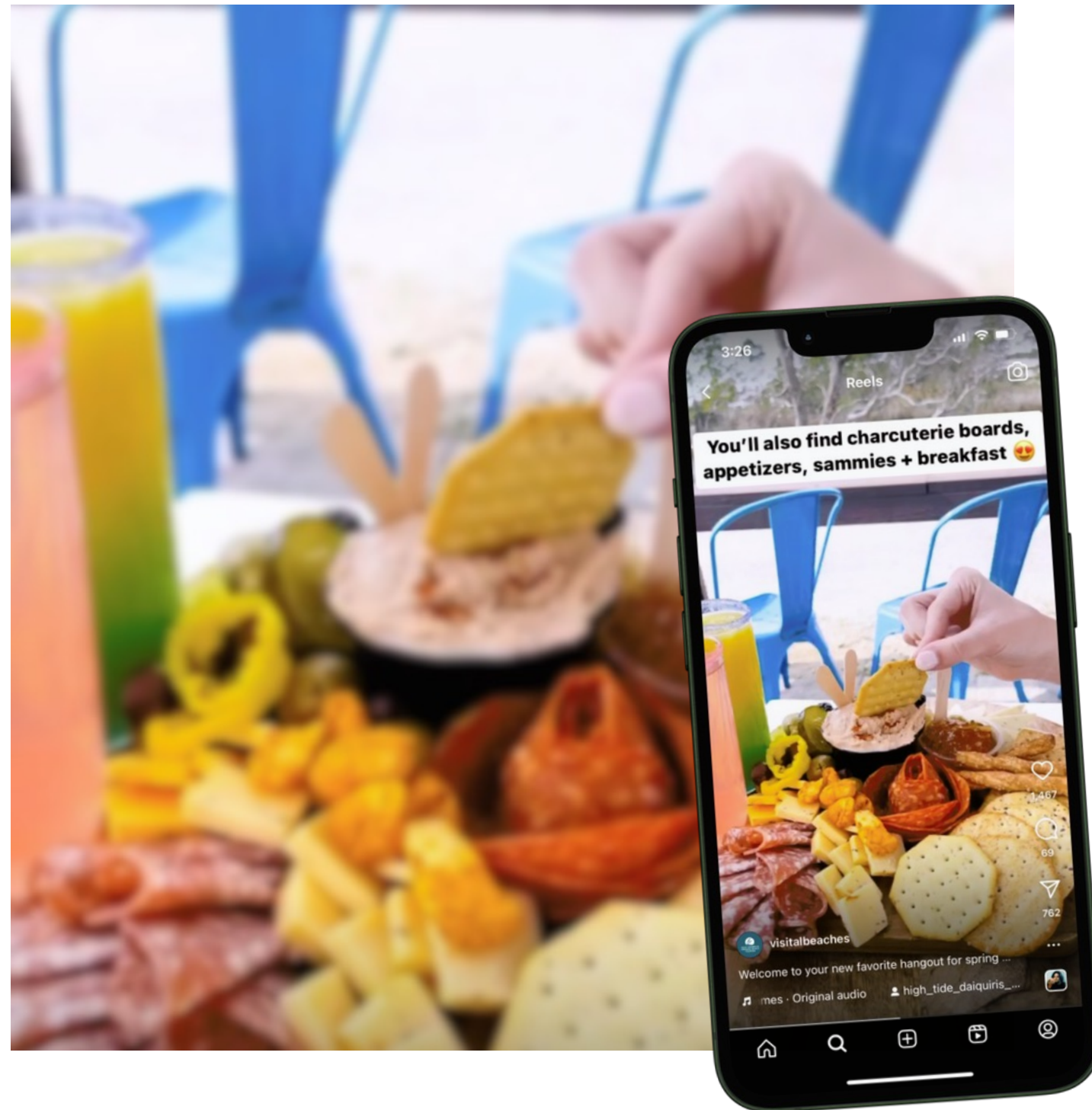


Boosted (\$15 spent)



*Sprout Social

Tell A Story



VIDEO CONTENT

Short-form videos are a great way to tell a story. This content can be re-used on multiple platforms - Instagram Reels, TikTok, YouTube Shorts and in Stories.

STORIES ON FB & INSTAGRAM

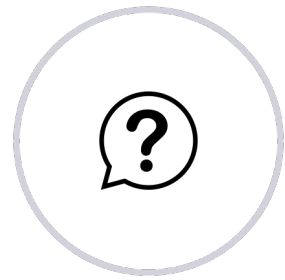
Stories are a great way to share fleeting moments, blog links, polls, or quick updates to your followers.

DID YOU KNOW?



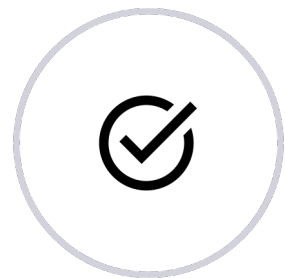
- Vertical videos with audio see a 35% higher click-through rate and 53% higher engagement rate on both Facebook and Instagram
- Reels have now reached 200 billion views per day
- 500+ million people watch Stories every day

Ask Questions



QUESTION POSTS

Question posts on your Facebook timeline are pushed further by the Meta algorithm to encourage conversations.



THE FACTS

Facebook algorithm favors content that engages users.

This is 100% organic reach/engagement for a recent question our team posted.

Content Create

Posts Reels Stories Mentions & Tag

Published ▾ Feed

What's the first thing you do when you arrive here for your beach vacation—do you unload your car, go to the grocery, or hit the beach immediately?

Total insights
See more details about your post.

People reached	Post engagement
68403	8351

Post Insights

Interactions

245	36	3	1	0	2

Reactions 287

Comments 857

Shares 11

Other Clicks 7,196

Content **Tips**



HIGH QUALITY IMAGES

Beautiful images with an engaging caption reach the most people.

Low quality photos or graphics will automatically be ranked as low-interest by Meta's algorithm.



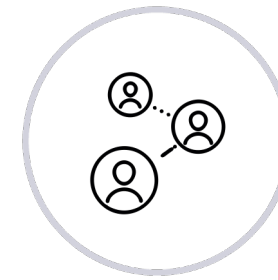
SCHEDULE IN ADVANCE

Save time, schedule directly in Meta Business Suite or on a third-party website, like Hootsuite or Loomly.



The most popular form of social media content is still images. Image quality and relevancy automatically pushes the post higher in newsfeeds.

Social Media Tips



INFLUENCERS/CREATORS

Let them know your expectations before they visit.

Ask them to share their experiences while tagging your accounts in their content.



HAVE FUN WITH IT!

Social media marketing is so successful because it isn't meant to feel/look like advertising. Get creative with your content!

THANK YOU



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Link to this presentation

