

Field Guide to Cross-Channel Marketing



ExactTarget®

FIELD GUIDE TO CROSS-CHANNEL MARKETING

WHY YOU NEED THIS GUIDE

Today, consumers have access to infinite amounts of instantaneous information—much of it about your brand. And with data pouring in from multiple channels and (inevitably) living in separate locations, instituting those “cross-channel campaigns” that you’ve been hearing about seems like a daunting task.

Luckily, the days of scouting for interactive marketing tips and cross-channel how-tos are over.

In this ExactTarget Field Guide to Cross-Channel Marketing, you’ll get the tips and detailed instructions you need to turn multi-channel woes into cross-channel success. Each page of this guide is filled with detailed commentary on recognizing, implementing, and nurturing your email, mobile, social, and sites communications for cross-channel success. Look for detailed information about:

- **Description**
- **Defining characteristics**
- **Successful applications**
- **Ideal users**

Be on the lookout for icons like these to gather even more cross-channel resources and facts:



FIELD FACTS SYMBOL

Research and statistics about today's interactive landscape.



CROSS-CHANNEL ENVIRONMENTS SYMBOL

Commentary on interactive tools that exemplify true cross-channel success.

As you continue on your interactive marketing journey, take this guide with you to make cross-channel success a reality in your organization. Happy hunting!



EMAIL

LEAD NURTURING AND DRIP CAMPAIGNS

DESCRIPTION

Lead nurturing and drip campaign emails typically deliver educational product or service information to help guide your subscribers down the path to conversion. Move your subscribers from “just looking” to “buying it today” with a series of emails devoted to educating, informing, and encouraging them to take action.

DEFINING CHARACTERISTICS

- **Streamlines** and standardizes your sales cycle
- **Reduces manual processes** by your sales team
- **Engages subscribers** with your product or service
- Ensures your **brand stays top-of-mind**
- **Eliminates the need** for expensive mailers or paper-based promotional materials
- Provides a **trackable** form of communication

HOW TO USE THIS COMMUNICATION

Target specific subscriber lists and execute communications based on time intervals or subscriber action. Use lead nurturing campaigns to guide, mature, and engage prospects along the sales cycle. Successful drip campaigns include new subscriber welcome series and other programs designed to gradually introduce customers to your brand. And because email performance is trackable, these messages help you see which leads are most engaged so you can target them appropriately.

IDEAL USERS

- Marketers in B2C and B2B environments
- Anywhere sales cycles exist, especially:
 - Retail
 - Financial institutions
 - Software sales

**Longer sales cycles are ideal for this communication*



FIELD FACTS:

Ready to make your job even easier? Triggered messaging programs like these are designed to make your job even easier by combining email with your CRM and web analytics data—automatically. **These timely, relevant messages generate substantially higher conversion rates than standard messages** using a “set it and forget it” approach that allows you to spend more time on the strategy and advancement of your program to keep your revenue flowing.



EMAIL

WELCOME EMAIL

DESCRIPTION

Welcome emails are a type of triggered email (any message sent to a subscriber based on the occurrence of an event) used to greet new subscribers after signing up for your brand’s eNewsletter, exclusive customer program, or other membership-related event. Highly anticipated, frequently opened, and easy to automate, this communication is one of the most common email types around.

DEFINING CHARACTERISTICS

- **Instantly acknowledge** new subscribers or members
- **A timely (and expected) response** to a subscriber action or event
- An opportunity to **cross-promote and up-sell** at a time when new recipients are most engaged with your brand

HOW TO USE THIS COMMUNICATION

Use welcome emails to confirm subscriber actions like signing up for your eNewsletter or becoming a “Rewards Club” member. This lets the subscriber know that you’re listening and will be in touch. Plus, including products, services, special offers, or coupons adds an opportunity to increase conversions at a time when the subscriber is most engaged with your brand.

Make your welcome email strategy even easier by implementing an automatic drip campaign to execute programs without the hassle of manual setup each and every time you send.

IDEAL USERS

- Membership organizations
- Magazine sales
- Website registrations
- Service renewals



CROSS-CHANNEL CONSIDERATIONS:

Add a Facebook icon in your welcome emails to encourage subscribers to become a fan of your page.

Check out these reports for great info on email, Facebook, and Twitter at www.exacttarget.com/sff.



FIELD FACTS:

According to a study by MarketingSherpa, a welcome email is likely to be the most-opened email you send. Furthermore, ExactTarget’s *Subscribers, Fans, & Followers* research reveals that 67% of consumers subscribe to email for discounts and promotions. Take advantage by inviting subscribers back to your website with product recommendations, friends and family discounts, and special offers.



MOBILE TEXT ALERT

DESCRIPTION

Text alerts are convenient account updates sent to clients' mobile phones. Customers can request specific message types like automatic payment or direct deposit confirmations, overdraft alerts, and more. Text alert programs are often promoted via corporate websites, on payment envelopes, or through customer service centers.

DEFINING CHARACTERISTICS

- **Increases customer satisfaction** and peace of mind
- An incentive for clients to adopt **“greener” payment programs**
- Gives marketers a more effective communication medium for **time-sensitive updates**

HOW TO USE THIS COMMUNICATION

Use text alerts to take a proactive approach with your customers. Notify users of urgent information, upcoming changes to their accounts, or other sensitive information. Often driven by subscriber data like account numbers, notification opt-ins, and individual preferences, text alerts provide a highly-personal, highly-appreciated form of keeping in close contact with already-engaged customers.

IDEAL USERS

- Financial institutions
- Utility organizations
- Marketers also utilizing email, website, and direct mail



CROSS-CHANNEL CONSIDERATIONS:

Drive text alert recipients to a mobile landing page where they can opt in to your email program.

**SUBSCRIBERS
FANS AND
FOLLOWERS**

FIELD FACTS:

According to ExactTarget's *Subscribers, Fans, & Followers: Mobile Dependence Day* report, 89% of US online consumers aged 15+ own a cell phone. Further, 41% of survey respondents who have made a purchase because of a message they received on their phone have done so because of a text. Are you using SMS capabilities to accurately reach your on-the-go customers?





MOBILE

FULL CAMPAIGN SUPPORT

DESCRIPTION

With a step-by-step mobile campaign creation wizard and pre-defined SMS templates, full campaign support makes it simple to create and track SMS campaigns of all types. Easily create, send, and track mobile messaging campaigns for inbound and outbound messaging, text capture, dynamic messaging, voting/polling, or updates/alerts.

DEFINING CHARACTERISTICS

- **Easy** to set up and use
- **Comprehensive**, “all in one” support
- **Quick and easy tracking** of all mobile campaigns in one dashboard
- **Step-by-step campaign** creation wizard that contains custom and pre-defined templates

HOW TO USE THIS FEATURE

No matter your campaign goal, now you can take SMS capabilities to a whole new level with full campaign support. Whether you're using text to encourage email program opt-ins or sending an SMS update to drive subscribers to a friendly URL (see page 10 for more information), you can bring your mobile campaigns full-circle with start-to-finish campaign support. Begin by choosing from pre-defined templates, then schedule a send, deploy the campaign, and track the results—all from one dashboard.

IDEAL USERS

- Retailers
- Financial institutions
- Travel and hospitality companies
- Marketers with cross-channel campaigns

Hungry for more mobile? Check out our mobile brochure at www.exacttarget.com/mobile.





SOCIAL SOCIAL FORWARD

DESCRIPTION

Social Forward is a suite of tools designed to enable subscribers to share your brand's message with their friends and peers via email or popular social networks. Social Forward is comprised of three main sharing tools:

- **Direct to Social.** Allow your email subscribers to share content directly to Facebook, Twitter, MySpace, LinkedIn, or other online communities with the click of a button.
- **ShareThis.** Allow subscribers to choose from and share content to over 45 online networks. Plus, you'll get the metrics you need to create a stronger social strategy.
- **Forward to a Friend.** Enable subscribers to share your emails directly with their friends. You'll be able to track how many times your message has been forwarded and how many new subscribers you've gained as a result.

DEFINING CHARACTERISTICS

- **Fast and virtually effortless** way to spread your message
- Subscribers can conveniently share content **at the click of a button**
- **Acknowledges your most loyal customers**, allowing them to take the initiative in sharing content
- Consumers are **more likely to engage** with a message that's sent by a friend rather than a brand
- Access to vast **new audiences**

You like messages from your friends more than marketing messages, right?

HOW TO USE THIS COMMUNICATION

Trying to make your campaign go viral among customers? Make it easier for them to share your content by embedding social network icons or a "Forward to a Friend" button within your emails or other communications. With ExactTarget's ShareThis integration, you can choose from over 45 online networks to add to your communication, ensuring your subscribers' favorite online communities are always available for sharing.

IDEAL USERS

- B2C companies with viral campaigns
- Retailers featuring coupons and special offers
- Organizations with shareable educational content or eNewsletters
- Organizations looking to increase their presence in popular social networks

FIELD FACTS:

ExactTarget's industry-leading *Subscribers, Fans, & Followers* research reveals that 90% of consumers trust the recommendations of their friends. With Social Forward, you can enable your customers to share your content with new—and potentially profitable—audiences. Download the reports today at www.exacttarget.com/sff.





SOCIAL SOCIAL PAGES

DESCRIPTION

Social Pages allows for a fully cross-channel campaign by taking your content live with Sites functionality to create “social landing pages” for a branded Facebook presence. Now, allowing subscribers to opt in to your communications is no longer restricted to your website or landing pages.

DEFINING CHARACTERISTICS

- Provides **more opt-in entry points** for new subscribers
- Allows for **branded, creative-looking Facebook pages** instead of standard Facebook templates
- Utilize ExactTarget Smart Capture (see page 9) to **acquire new customer data**

HOW TO USE THIS COMMUNICATION

Use Sites functionality to create custom tabs on your company’s Facebook page, host eNewsletter opt-in forms, or display your corporate blog, which you can set up to automatically update in real-time whenever you make changes to your normal blog site. You can even “spice up” your Facebook page with videos, graphics, and other assets you’d normally include on a microsite. The bottom line: if you can put it on a regular website using HTML, you can put it on your Facebook page using ExactTarget Social Pages.

IDEAL USERS

- Organizations looking for a unique or amplified Facebook presence
- Campaigns that seek new customer data from various locations
- ExactTarget customers already using Landing Page functionality
- Marketers in industries that often feature coupons, promotions, or special programs

*Want to see Social Pages in action?
Check out the ExactTarget Facebook
profile at www.facebook.com/exacttarget
to view a live sample.*



CROSS-CHANNEL ENVIRONMENTS:

Social Pages is a prime example of a species that successfully resides in multiple habitats. With the perfect combination of social media and website functionality, maintaining your social page is easy with ExactTarget’s integrated platform. How’s that for “cross-channel?”



SITES

SMART CAPTURE

DESCRIPTION

Landing Pages with Smart Capture are a quick and efficient way to capture customer information without relying on IT support. This intuitive, user-interface-driven form builder helps you capture information from site visitors and store the information directly in ExactTarget, your CRM data system, a subscriber list, or data extension—all from a single platform.

DEFINING CHARACTERISTICS

- **Gather additional customer data** to further segment and deliver relevant one-to-one messaging
- **Integrate directly with your CRM system** to keep track of customer communication preferences
- **Quickly add and remove fields** to your forms so you can capture information on the fly

HOW TO USE THIS COMMUNICATION

Personalize Smart Capture forms to collect specific site visitor data like personal information, reasons for visiting the site, registration details, and other self-reported demographics. Then integrate with your CRM system to deliver even more targeted messages based on customer preferences.



Find out how other marketers like you implement Smart Capture by downloading the Pier1 Imports use case at www.exacttarget.com/pier1.

IDEAL USERS

- Marketers in B2C and B2B environments
- Universities and other educational institutions
- Retailers seeking new customer information via a special promotion



CROSS-CHANNEL ENVIRONMENTS:

With ExactTarget Sites, you can capture targeted data about new and existing subscribers to reuse in future campaigns—no matter what channel it's through. Whether you want to identify the best offer for a campaign or find out which channel your subscribers prefer to receive messages through, the data you collect from landing pages will get the job done.

SITES

PERSONALIZED/FRIENDLY URLS

DESCRIPTION

A personalized URL (or PURL) is a web page or microsite that's tailored to an individual visitor through the use of variable fields and pages that are linked to a database with information about each visitor. PURLs are often made to be "friendly URLs," meaning the keywords that make up the URL are pre-selected and easy for the user to remember (e.g., www.exacttarget.com/sites). All programming code is hidden under an easy-to-read name.

DEFINING CHARACTERISTICS

- Provides a more **personalized, relevant experience** for subscribers
- Makes it **easy to track** exactly where information is coming from
- **Easy to remember** so the user has quick recall of your call-to-action

HOW TO USE THIS COMMUNICATION

Customize URLs with important keywords or phrases that are relevant to your campaigns. You can even include subscriber information like name or email address as part of the link, providing the ultimate personalized touch that your site visitors will love.

IDEAL USERS

- Marketers in B2C and B2B environments
- Financial institutions
- Direct mail campaigns
- Marketers promoting specific events or campaigns
- Search marketing

Here's a finished ExactTarget landing page featuring Smart Capture, embedded video, and a friendly URL (www.exacttarget.com/sffwebinar).



CROSS-CHANNEL CAMPAIGNS

CROSS-CHANNEL PLANNING AND MANAGEMENT

DESCRIPTION

Let's face it: traditional campaign management no longer works. That's why Cross-Channel Planning and Management tools in the ExactTarget Interactive Marketing Hub™ allow you to easily monitor and track conversations about your brand in one combined stream. With intuitive dashboards and real-time tools, you can transform millions of consumer data points into meaningful customer interactions.

DEFINING CHARACTERISTICS

- **Elegantly-designed dashboards** for easy-to-understand information
- Track conversations across channels for a **comprehensive view** of campaigns
- **Integrate** CRM data, social media conversations, campaign results, and more

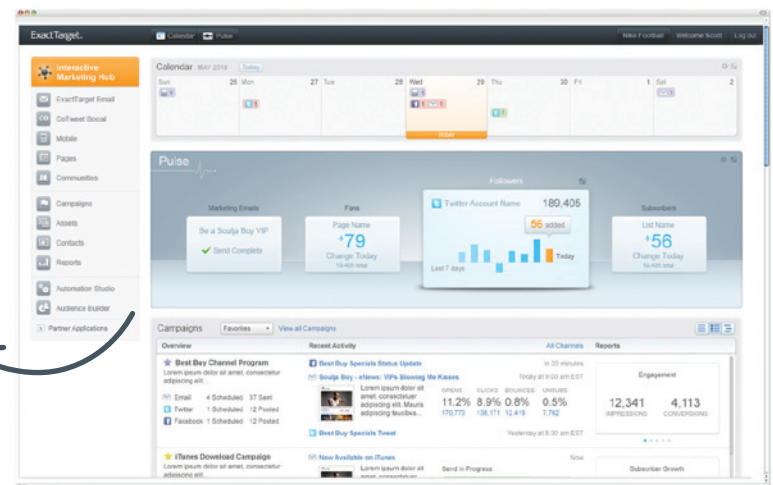
HOW TO USE THIS COMMUNICATION

Schedule Facebook and Twitter updates or make assignments for real-time responses to execute and align a social strategy alongside an email or mobile campaign—all from one centralized location in the Interactive Marketing Hub. Plus, use tools like the Calendar to plan and share one view of all marketing activities across the organization, quickly spotting trends in strategy across channels. Drill in by week, month, or quarter and deep-link into channels and applications for immediate action.

IDEAL USERS

- Marketers in B2C and B2B environments
- Marketers looking for ways to increase productivity and decrease wasted time and resources
- Brands seeking stronger customer relationships

The ExactTarget Interactive Marketing Hub is a cross-channel platform that allows marketers to connect disparate data sources in order to power more relevant real-time campaigns. See a video demo at www.exacttarget.com/hub.





CROSS-CHANNEL CAMPAIGNS

REAL-TIME CUSTOMER VIEWS WITH PULSE™

DESCRIPTION

As the window into the real-time web, Pulse gadgets are customizable tools that provide you with a visual cue of what's happening right now. With a single glance, quickly assess the current state of all your interactive messages, conversations, and campaigns.

DEFINING CHARACTERISTICS

- **Engage** in real-time conversations with your users
- **Take action** on real-time data
- **Keep up** with the real-time Web
- **Boost ROI** by viewing results—as they're happening

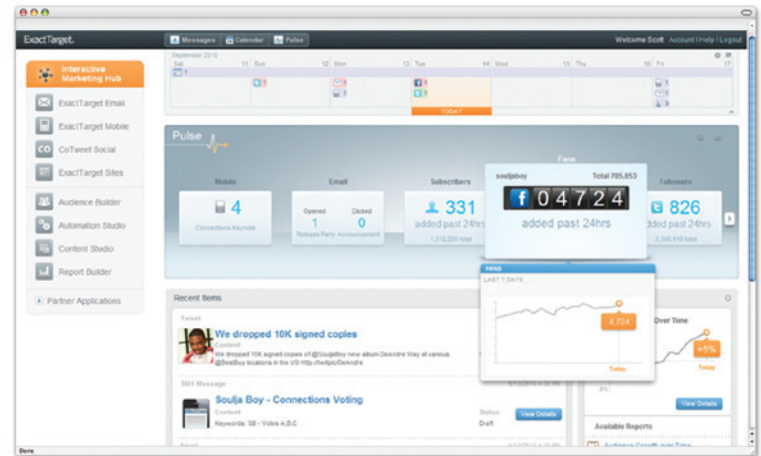
HOW TO USE THIS COMMUNICATION

View sends, clicks, opens, conversions, subscriber growth, fans, and followers—in real time. Then watch campaign performance results roll in as they happen to stay on top of customer responses.

IDEAL USERS

- Marketers in B2C and B2B environments
- Organizations utilizing large amounts of data
- Marketers with campaigns in mobile, social media, and other time-sensitive channels

Keep track of all your campaigns (in any channel) using a single dashboard with Pulse gadgets.





With thousands of Tweets, Facebook posts, and Google searches made every second, surviving in the “interactive marketing wild” can seem impossible. That’s why we’ve built the industry’s first and only Interactive Marketing Hub™ that enables marketers to engage in real-time marketing, consolidate all data to create a common view of the consumer, and deliver targeted, permission-based interactions across email, mobile, social media, and the Web.

With the Interactive Marketing Hub, you can improve all your cross-channel communications and initiatives like:

- Lead Nurturing and Drip Campaigns
- Triggered Email
- Text Alerts
- Full Campaign Support
- Social Forward
- Social Pages
- Smart Capture
- Personalized/Friendly URLs
- Cross-Channel Planning and Management
- Real-Time Customer Views

More channels shouldn't mean more challenges. Ready to get REAL? Call us at (866) 558-9834 to learn more about the ExactTarget Interactive Marketing Hub or visit www.exacttarget.com/hub.