

# How to Develop an Integrated Marketing Strategy

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# Webinar Agenda

- Why is Integrated Marketing Important?
- The Rise of Content Marketing
- Online Advertising



# Who is Rapleaf?

A marketing services startup that helps top companies:

1. Personalize customer interactions through deeper insight
2. Reach their target audience across the web with better advertising



## Quick Facts

- Insight into over **400 million** people
- Advertising reaches **75+ million** users online



# The Need for Integrated Marketing

## Industry trends:

- More and more forms of communication
- More competition for people's attention
- A consumer-focused and customer-controlled environment
- People buying 24/7



# The Need for Integrated Marketing

Your customers are *everywhere*



Blogs, news



Video sites



Social media



Email



Podcasts  
and eBooks



Real-world stores



# The Need for Integrated Marketing

Keep communication consistent



# Integrated Marketing in 4 Steps

1. Stay customer-centric
2. Analyze customers for insights
3. Create a strategy and message to reach customers effectively and grow relationships
4. Measure results and repeat



# Where does it all start?

## Your customer database.



# Your Customer Database

## What you already know:



- **Demographics**
- **Purchase history, products of interest**
- **How long they have been customers**
- **Coupons, promos**
- **Customer service issues**



# Your Customer Database

## What you may not know:



- Influence
- Income, other household information
- Interests, hobbies, and lifestyles
- In-market data

**(3<sup>rd</sup> party firms can help)**



# The Rise of Content Marketing

*“Content Marketing is the only marketing that’s left.”* –Seth Godin

You should:

- Be honest
- Teach them
- Be topical



# The Rise of Content Marketing

## Why is content important?



- Engages customers
- Helps your “steer” buzz
- Builds trust
- Boosts search and SEO



# The Rise of Content Marketing

## What should be created and shared?



### Share often:

- Creative, funny videos
- Studies and research
- Tips and advice
- Contests

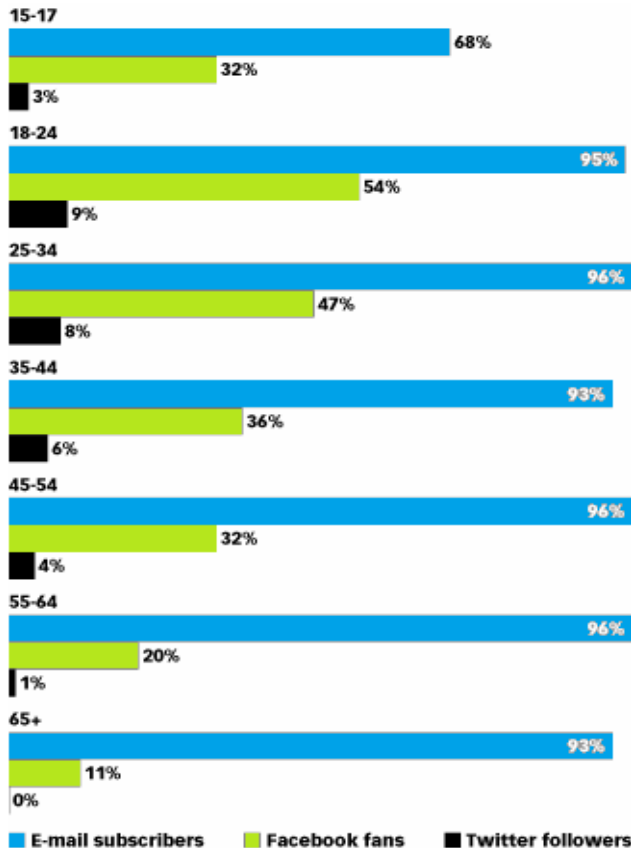
### Share less often:

- Free demos
- Product-specific info



# The Rise of Content Marketing

## Email is still king

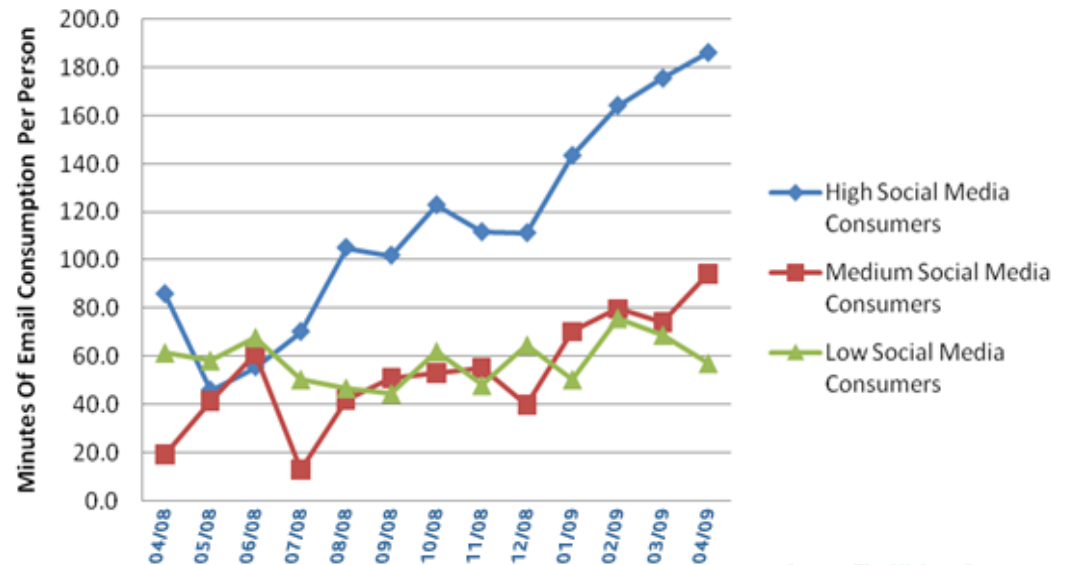


Source: ExactTarget, "Subscribers, Fans and Followers: Digital Morning," June 9, 2010

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www.eMarketer.com

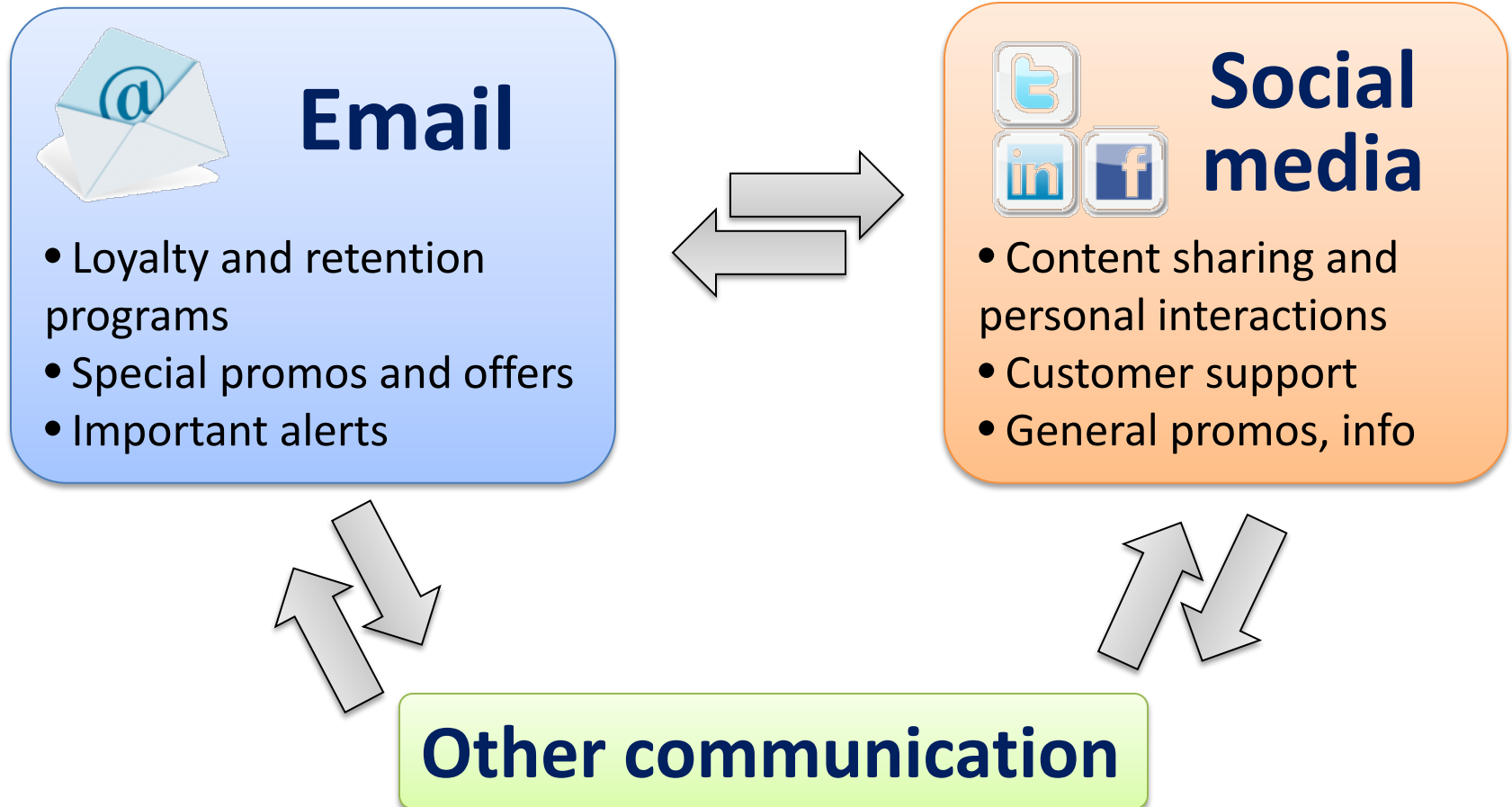
Email Consumption Levels by Segment



Source: The Nielsen Company

# The Rise of Content Marketing

## Main Use Cases



# The Rise of Content Marketing

## 6 Key Metrics

### 1. Customer database

- Size
- Response rates
- Churn rate and purchase cycle
- Performance of various segments

### 2. Revenues

- Repeat vs. new sales
- Popular products
- Customer personas buying different products
- Sales per contacted customer



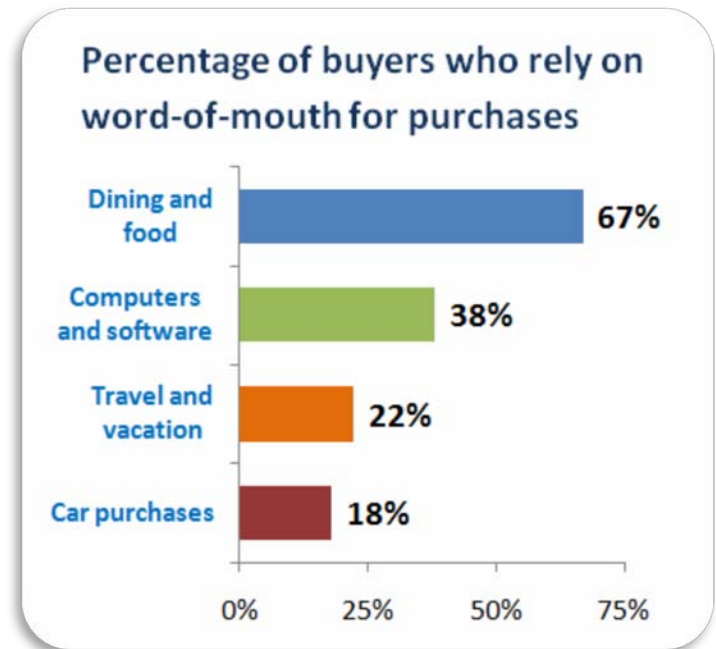


# The Rise of Content Marketing

## 6 Key Metrics

### 6. Total Referral Value / Influence

- Introduction to your customers' friends
- Build an internal "Influence Score" for customers:
  - Online influence
  - Referrals
  - Purchase history



# Advertising: Within Social Media

- **Facebook** – Very granular by demographics, education, interests, and even social graph
- **LinkedIn** – Vary by company size, job title, industry, and demographics
- **Twitter** – “Promoted Tweets” soon
- **YouTube** – “Promoted Videos” and contextual ads from Google



# Advertising: Across the Web

## “Buying Audiences” vs “Buying Content”

- **General demographics** -- by gender, age, location, occupation
- **Visitors who leave your site (Retargeting)**
- **In-market users** – people looking to buy travel, cars, food, home goods
- **Friends of customers**
- **Real-world/offline customers** – household info, voter history, lifestyles and interests



# Integrated Marketing Summary



# Thank you! Questions?

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