



6 Steps to Create an ***Integrated Digital Marketing Strategy***

Introduction

Consumers today have more ways than ever to learn about brands, instantly, in the palms of their hands. Everywhere you go, everyone is looking at their phones, scrolling through websites, reading the news, playing games. Seeing advertising. Reading blogs. Clicking on ads that seem to have targeted what they were thinking at that very moment.

Are they seeing you?

If you're not using an integrated marketing strategy, the answer to that question may be no. And because of that, you may not be getting the results you're hoping for when you spend your marketing dollars.

An integrated marketing plan focuses on consistency of message across all the types of media there are — email, social, advertising, websites, blogs, public relations and more. The long-term goal is to advance and deepen customers' understanding of who you are, what you do and how you can benefit them. In the short term, we're talking about leads, sales, orders, driving people to your website, or whatever metric you're trying to achieve.

The most valuable brands in the world, like Apple, Nike, Microsoft, Subaru and Amazon, are the wizards of integrated marketing. They're household names — you instantly know who they are, the product or service they sell and what they stand for. And you may believe they know you, too.

That kind of recognition and relationship doesn't just happen. It's the power of what great marketing can achieve.

In this eBook, we'll explore integrated marketing, what it is, why it's important and how to create an integrated marketing plan that will advance your brand. Not every company out there will be Apple, but a strategic integrated marketing plan is a good first step to getting to the top of your industry's food chain.



Challenge: How to create an *integrated marketing plan*

A solid integrated marketing plan will advance your brand. But, what is it, exactly? Why is it important? How best to begin? Let's look into that, step by step.

The best integrated marketing plans provide:

- A consistent brand message across all marketing channels
- Heightened brand awareness
- Deep engagement with the consumer at key touchpoints on their buying journey
- Data-driven actions
- Measurable results that will prove ROI
- Expanded reach

But, getting there is not a matter of simply slapping some ads on websites and social media, or creating a new site of your own with a few blogs or whitepapers attached, and watching those leads and sales roll in.

Crafting a successful integrated marketing plan is a strategic effort, a battle plan, if you will, to carry you to your goals. It includes careful research, killer strategy with a deep knowledge

of SEO and other tools designed to draw consumers to you, and a solid understanding of your customers' needs and how you can fill them.

Lay the groundwork

Before getting into the specifics of your plan, you need to lay the groundwork. You should think about:

The end goal. At the end of the day, in a perfect world, what do you want this marketing effort to achieve? More leads? Sales? Brand awareness? World peace? Begin with the end in mind.

A rough budget. It's a fair bet that most companies don't have Nike's marketing budget. What kind of dollars are you able to spend? Knowing your budget will create your boundaries.

Brand positioning. This is how you frame your company's zeitgeist and communicate it to consumers. It's what you stand for. Who you are. Your values. Your goals and how they align with your customers' goals. A great example of brand positioning is Subaru. Their name immediately evokes the image of an outdoorsy, family-oriented, green animal lover. Those are the company values and their customers' values, all rolled up into a warm feeling of happiness that is seared into the national consciousness. What's yours?

When you're clear on all of those things, it's time to start crafting your plan.



STEP 1

Understand your customer

Understanding your customer is Marketing 101, but that's because it is the foundation for all successful marketing campaigns. If you don't know who you're talking to, they won't get the message.

You probably already have a good understanding of your customer, but it's still useful to go back to basics and answer these questions:

What are their demographics? What's their level of education, gender, income, age, race and geographic location? Is your typical customer a 60-year-old woman from Vermont or a millennial living in New York City? Or do both like your products or services?

What are their behavioral traits? What might they do for fun? Hobbies?

What is important to them? Subaru's customers like dogs, the outdoors and care about the environment. What do your customers value?

What are their pain points? This is an important key to the marketing puzzle, finding out what your customers need and providing whatever that is. Solving a problem. Anticipating a need and providing a solution.

Why should they choose you? If you don't know, they won't either.



The Brandpoint Digital Marketing team are experts in target audience personas and buyers' journeys. To learn more, [contact us today!](#)



STEP 2

Set a clear goal

Is your goal to increase leads? Do you want to improve your awareness among your target market? Or engagement? Your goal may include all three of these. But to determine if your campaign is successful, you need to pinpoint a specific goal you can measure within your set timetable. A common way to think about this is to set a SMART goal:

S – Specific

M – Measurable

A – Attainable

R – Relevant

T – Timely

Your goal will help you determine what your next steps are and help you plan your objectives and tactics to reach your goal.



STEP 3

Assess your assets

Look at your assets with a careful eye. We're talking about your website, logos, fonts, color schemes. Your brand voice. Your current advertising and marketing. It all needs to sound like it's coming from the same source, ideally the same person. A thorough website assessment from an SEO and strategy perspective can help. Believe us, there is magic hovering behind an effective website, social posts, blogs and other types of content that draws consumers in, and it is rooted in SEO, keywords and more.



STEP 4

Map out your campaign

Now that you know your campaign goal, target audience and their pain points, it's time to jump into campaign planning.

Here are some ways to start:

Craft engaging messaging. This is an art form, requiring a deep knowledge of your customer and their pain points. Your messaging must speak directly to that. It's about using that knowledge to let your consumers know that you know them, understand their problems and needs, and are here to help, offer solutions and solve whatever you can.

Determine your channels. Remember, the point of integrated omnichannel marketing is delivering a consistent message across many types of channels. But that doesn't mean using every channel available. You need to be strategic. Where you choose to deliver your messaging needs to make sense in the context of who your customers are. Where is your target demographic? Why are they on that channel? Which channels can best help you reach your goals? Think of it this way: If your target audience is a Boomer who needs options for retirement investing, you probably don't need TikTok on your list.

Leverage your own interdepartmental expertise and pain points. Where is the sales team getting most of their leads? What are their common concerns? What sales pain points can marketing help solve? Are there ways your IT team can help you collect data to measure campaign performance?



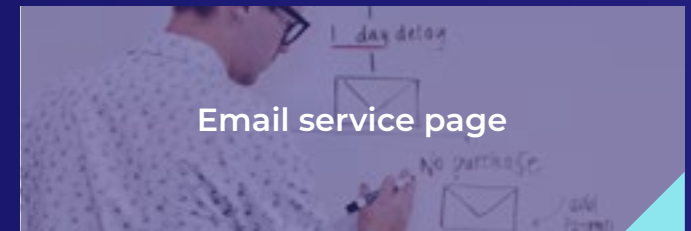
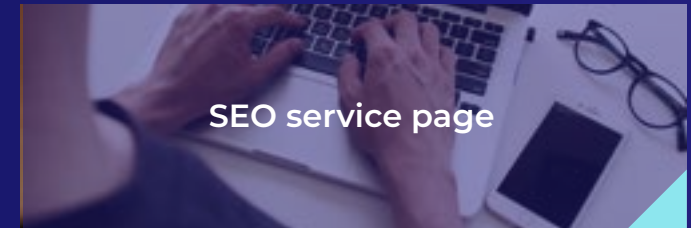
Establish a firm budget. Now's the time to nail down those numbers. Knowing your budget and the potential ROI of the different channels available can help you prioritize where to share your messaging. One note about budgeting: Integrated marketing is the best-kept secret of companies with tight budgets. The whole point is a consistent message across all channels, so you don't need to reinvent the wheel for each type of platform you're using.

Know what your competitors are doing. Again, this is Marketing 101 stuff, but because it's so basic, it's easy to overlook. Do a little sleuthing into what your competitors are doing. Where are they advertising? Have they redesigned their website? What kinds of whitepapers or eBooks are they featuring? How robust is their blog ... if they have one?

Leadership buy-in. This is a crucial part of any marketing campaign. When is the best time to go to your higher-ups? That depends on your company. The crucial element of this, in addition to getting budget approval, is the idea that everyone is on the same page, playing the same game, with the same goals.

Create a content plan. Using everything you've learned and planned, now what? It's time to actually create the content. Maybe this means designing a new website or creating fresh content for it to be consistent with your branding. Maybe it means creating blog posts, whitepapers, eBooks, infographics, videos, social ads or all of the above, all supporting and building on each other. Part of this, also, is creating a content calendar to determine the cadence or schedule for new content.

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STEP 5

Gather data and insights

Look back on your original goals. Do you want to drive more people to your website? To fill out a form? To buy your product or service? To engage with you? To call or click for more information? Whatever it is, you need to track it and measure it. These key performance indicators will tell you how your campaign is doing on each channel. Maybe you got 300 clicks from a LinkedIn ad, but few from Twitter. Using this data-driven information, you can tweak and adjust your campaign for optimal performance.



STEP 6

Optimize and relaunch

Once you've completed your campaign, it's time to take key insights from your campaign and determine how to move forward. This may include making some minor changes to the campaign and relaunching or taking what you've learned to create a new campaign.

Conclusion

With today's constant barrage of information, available 24/7 at everyone's fingertips, it's critical to make your brand stand out. Consumers need to know who you are, what you stand for and how you can help solve their challenges, needs and wants. The way to do that is with an expertly crafted integrated digital marketing campaign. At Brandpoint, it's what we do.



Contact us today to find out more about how we can help drive your success.

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