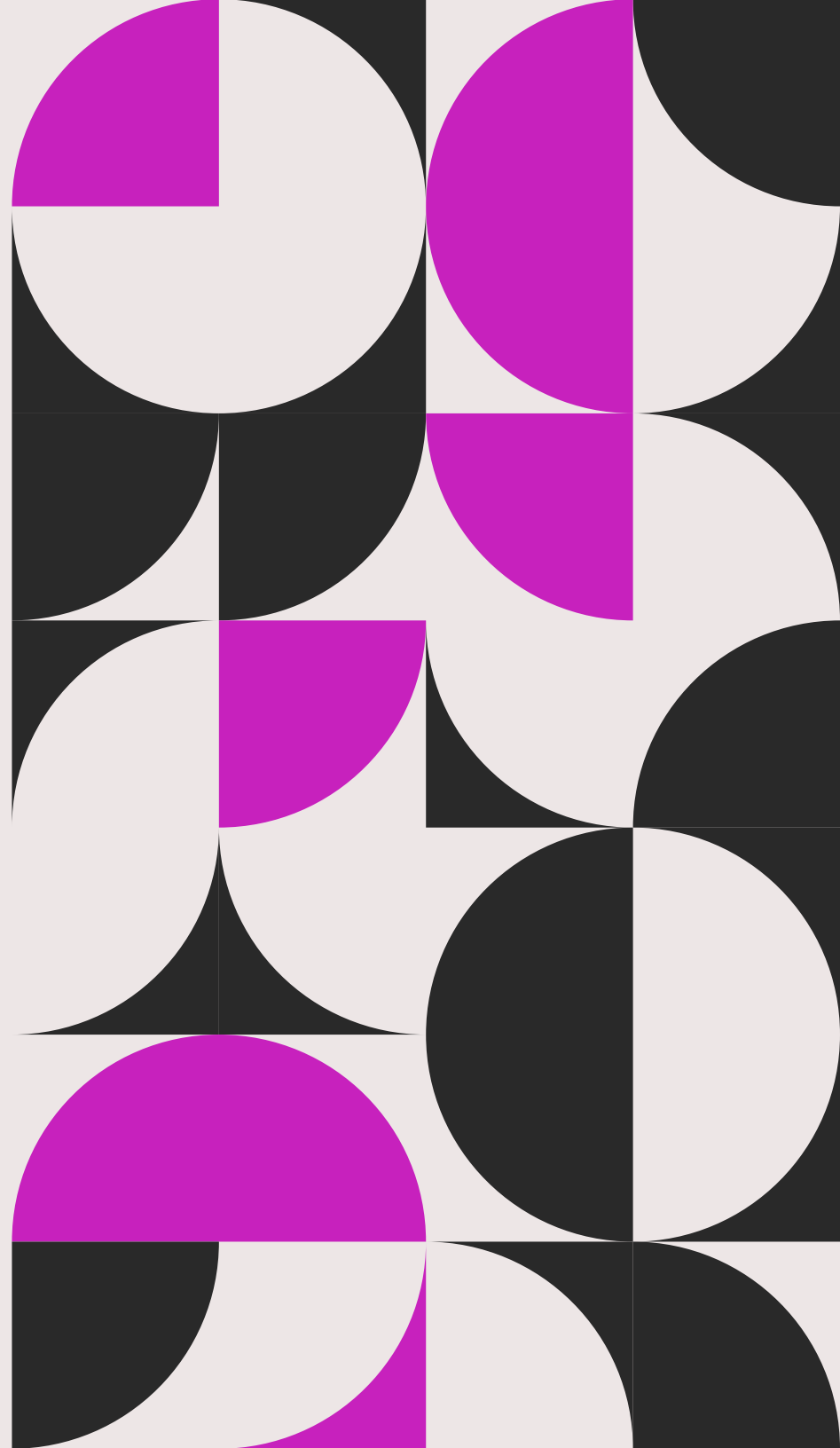


EGUIDE

Integrated Marketing 101

A primer on the most effective paths
to differentiation and growth

integreat



Introduction

For business owners, securing new customers and standing out from competitors can be a challenge. It takes more than one or two channels—it takes a synchronized, cross-channel effort that surrounds customers and prospects with a clear, consistent message. It takes reaching more people more effectively, across more touchpoints, online and offline.

This is where integrated marketing comes in.

Integrated marketing combines offline efforts like print materials and in-person events with online strategies such as email, social media, and search engine optimization to craft one unified message that engages customers regardless of how they prefer to interact with your business. It creates an exceptional, unified brand experience across platforms for customers; ultimately leading to greater success when acquiring and retaining new ones.

In this eGuide, you'll learn:



What is integrated marketing?



Prime examples of successful integrated marketing campaigns



Our approach to creating an integrated marketing strategy



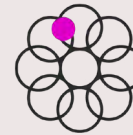
Our approach to creating an integrated marketing strategy



Understanding Integrated Marketing

Business owners are spread thin trying to manage everything, and mission-critical work like day-to-day operations can take priority when resources are tight. But the misconception that marketing isn't mission-critical in and of itself is just that: a misconception. When it's done right (or when it's done wrong) marketing can make (or break) your business.

Instead of print ads, social media, email, and other tactics working in isolation, they work together to create a seamless customer experience. This comprehensive approach makes the most of your limited time and resources to drive real business results.

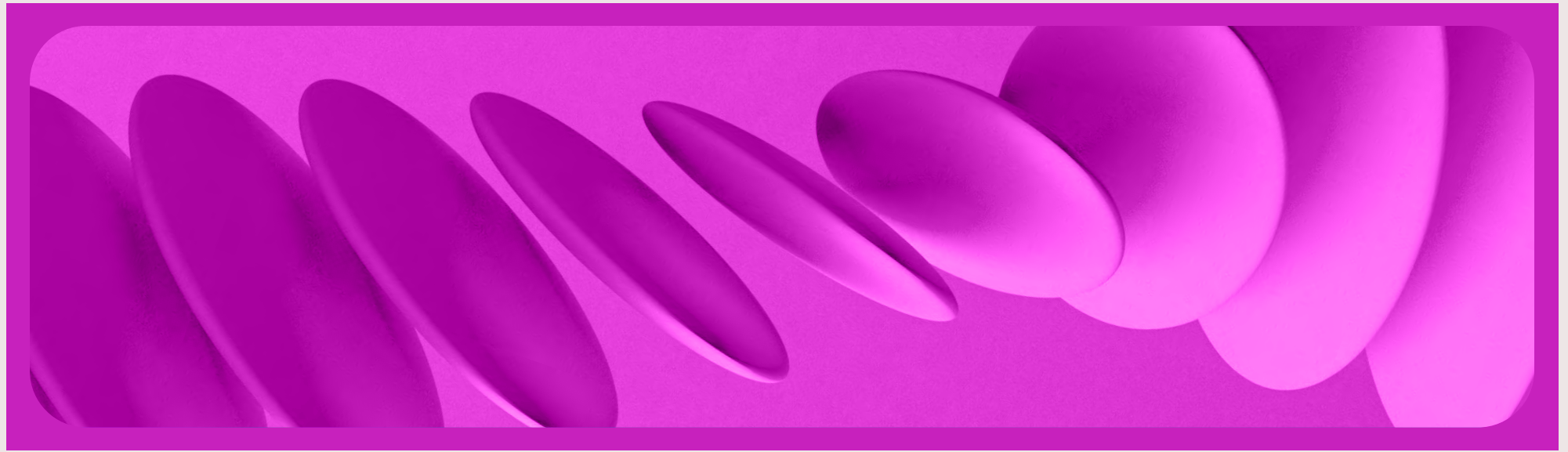


Integrated marketing combines all your marketing efforts across multiple channels to deliver a unified brand message.



70%

of consumers use three
or more channels to
research purchases



To implement integrated marketing effectively:

01.

Gain a deep understanding of your ideal customer.


02.

Analyze data and customer insights to identify how and where they want to interact with your brand.

03.

Craft targeted campaigns suited for each channel that speak directly to your audience.

The bottom line is that integrated marketing aligns all your efforts to create greater brand recognition and drive sales. By tying everything together, you'll accomplish more with your limited resources. A business like yours can gain a competitive edge through an integrated approach.



The Difference Between Integrated Marketing, Multichannel Marketing, and Omnichannel Marketing

There are three main marketing strategies: integrated marketing, multichannel marketing, and omnichannel marketing.

Integrated marketing focuses on having a consistent message and theme across all marketing channels. For example, Snickers has used “You’re Not You When You’re Hungry” in their social media, TV ads, print ads, and more. The core message stays the same even as the marketing execution changes.

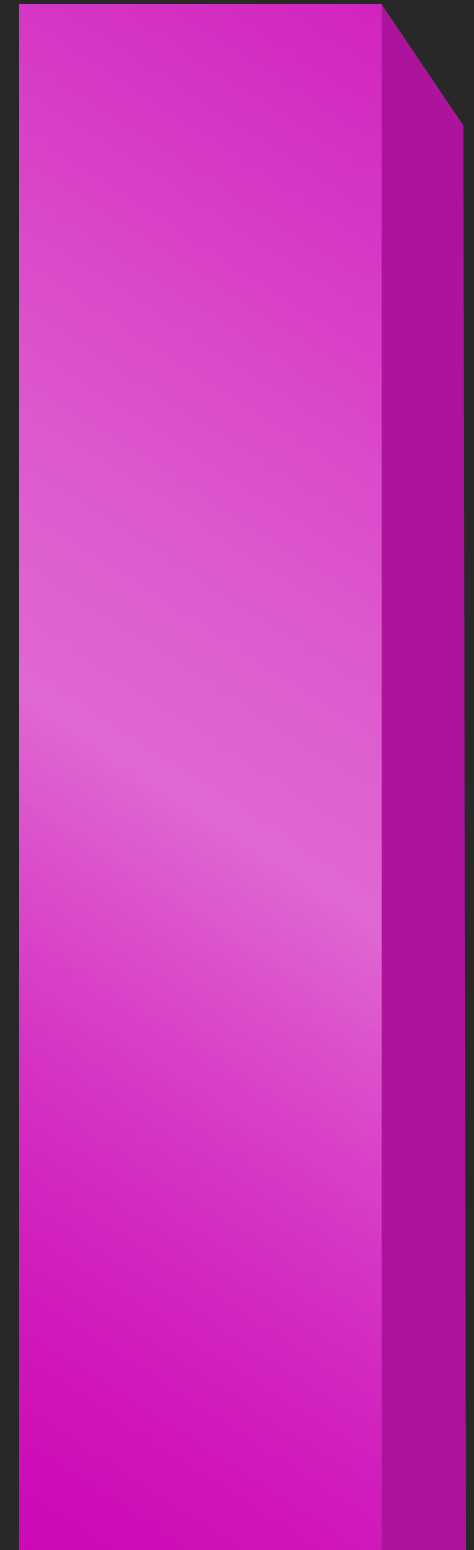
Multichannel marketing uses multiple marketing channels but doesn’t prioritize a consistent message or experience. The channels might feel disjointed.

Omnichannel marketing aims to provide a seamless customer experience across channels like online, mobile, and brick-and-mortar stores. Starbucks allows customers to order and pay via their phone and pick up in store. The experience feels connected.

The key difference is integrated marketing emphasizes consistent messaging, omnichannel focuses on consistent customer experience, and multichannel uses multiple channels without focusing on consistency. Integrated and omnichannel work best together to deliver a reliable message and experience.

3X

higher effectiveness rates
are reported by companies
using **integrated marketing
campaigns** vs. non-integrated
campaigns



Integrated Marketing (Messaging Focused)

Brand: Apple

Apple was looking for a way to highlight the iPhone's exceptional camera capabilities. The brand encouraged users to share their best photos and videos, using the hashtag #ShotOniPhone.

When the campaign took off, Apple was flooded with user-generated content, which it featured across several marketing channels. In doing so, Apple connected with its audience on a personal level, fostering authenticity around its product.

- **Advertising**
 - Print ads (The New Yorker, lifestyle magazines)
 - Outdoor ads (billboards and transit ads)
 - TV commercials (various television networks)
 - Mobile ads (Instagram, Twitter, Facebook)
- **Social media**
 - User-generated content campaigns across platforms



Omnichannel Marketing (Customer Experience Focused)

Brand: Sephora

Sephora's successful transition to ecommerce during the pandemic showcased the power of their omnichannel strategy. They combined digital and in-store experiences to create a seamless shopping journey for their customers.

Here's how Sephora put customers at the center of their omnichannel approach:

- **Virtual try-on and Color IQ:** Customers can use augmented reality to try on products, and Color IQ technology helps them find the perfect foundation match.
- **In-store product logs:** After makeovers, Beauty Advisors email customers a list of products used, making it easy to recreate the look at home.
- **Personalized website experience:** When customers visit Sephora's website, location data is used to show the nearest store and available in-store services.
- **AI-powered chatbot:** Sephora's chatbot offers contextual product advice and personalized recommendations without being pushy.



Examples of successful integrated marketing campaigns




COCA-COLA'S "SHARE A COKE" CAMPAIGN:

Overview: Coca-Cola replaced its iconic logo on bottles with 250 of the most popular names in each country where the campaign ran. The idea was to encourage people to find bottles with names that held personal significance to them and share them with friends and family.

Channels Used: This campaign was not limited to just physical products; it extended to digital marketing, social media, television ads, and interactive billboards. People were encouraged to share their moments online using the hashtag #ShareACoke.

Outcome: The campaign created a personal connection with the brand, increased sales significantly in multiple markets, and generated massive social media engagement.



If they think your dreams are crazy,
show them what crazy dreams can do.

 Just do it.

NIKE'S "JUST DO IT" CAMPAIGN:

Overview: Launched in 1988, the "Just Do It" campaign was aimed at inspiring people to push beyond their limits in athletics and in life. This simple yet powerful message was paired with images and stories of athletes from various backgrounds.

Channels Used: Nike utilized television commercials, print advertisements, billboards, and later, digital marketing and social media. The campaign also featured high-profile athletes to help inspire consumers.

Outcome: "Just Do It" became one of the most recognizable slogans in advertising history, helping to solidify Nike's position as a leading brand in the global sportswear market. The campaign has been credited with helping to increase Nike's share of the North American sport-shoe business from 18% to 43%.



OLD SPICE'S "THE MAN YOUR MAN COULD SMELL LIKE" CAMPAIGN:

Overview: This campaign was launched in 2010 and featured actor Isaiah Mustafa as "The Old Spice Man," addressing viewers in a humorous and over-the-top tone. The campaign aimed to refresh the brand's image and appeal to a younger demographic.

Channels Used: The campaign started with a series of television ads but quickly expanded to include YouTube, Twitter, and other social media platforms. Old Spice responded to tweets and comments with personalized videos, making the campaign highly interactive.

Outcome: The campaign went viral, leading to a significant increase in sales. Old Spice's YouTube channel became one of the most viewed sponsored channels, and the brand successfully repositioned itself among its target audience.



The Substance Behind the Strategy

We've examined what integrated marketing looks like out in the wild. But executing it is another story. It takes a structured, comprehensive approach—but it also requires a fundamental understanding of a brand's story and audience.

Integreat leverages a tested playbook approach that moves behind short-term goal lines, aiming to ensure that every move is an investment in long term success.



Effective integrated marketing turns strengths into superpowers, potential into performance, and good brands into great ones.

Here's a look under the hood at the Integreat playbook:

- **Define your goals:** Audit your current marketing efforts across channels, looking for fragmentation, inconsistencies, and gaps.
- **Define your target audiences and map their journeys:** Identify the channels and content that influence them.
- **Set clear goals and metrics for success tied to revenue:** Track the data that matters most.
- **Create consistent branding and messaging across touchpoints:** Align visuals, tone, offers, etc.
- **Develop content and campaigns tailored to each channel:** All while maintaining brand alignment.
- **Identify technology needs:** See what it takes to centralize data, automate tasks, and improve workflows.
- **Test, learn, and optimize:** Coordinate efforts to maximize impact as you integrate channels.



Making Every Dollar Count

There is no shortage of metrics and data at our fingertips. But while vanity metrics like impressions and social media followers may look impressive on the surface, they don't always reflect business impact.

At Integreat, our integrated marketing strategies dig deeper. We go beyond the fluff to focus on metrics that directly connect to your brand goals—ones that truly matter for driving growth.

When designing our data-driven campaigns, we obsess over how every touchpoint in the customer journey converts into tangible

value for your company. Key performance indicators like quality lead generation, lower customer acquisition costs, increased revenue per customer, higher lifetime value, reduced churn, greater customer satisfaction, and faster sales cycles take priority over superficial vanity metrics.

The substance lies in optimizing every integrated marketing effort to build meaningful customer relationships over the long-term—not in simply chasing clicks and views. We keep our eyes on the metrics that fuel sustainable success.



We keep our eyes on the metrics that fuel sustainable success.

The proof? As always, it's in the results.

Here are tips to accurately measure ROI from integrated campaigns:

- **Define your goals:** are you driving traffic, conversions, and revenue? Identify the success metrics that matter most to your business.
- **Track key performance indicators (KPIs)** like leads and sales, not just vanity metrics like clicks.
- **Use analytics tools to monitor data across channels.** See what content and tactics perform best.
- **Calculate ROI** by subtracting costs from revenue, then dividing by costs. Compare efforts.
- **Focus spending on high ROI areas.** Optimize and iterate on underperformers.
- **Evaluate ROI** frequently and adjust your integrated strategy accordingly.

Monitoring the right metrics ensures every marketing dollar goes further. Measure ROI regularly to maximize returns from your integrated campaigns. With the right data approach, you can make smart decisions and boost your bottom line.

Your Brand, Elevated

So you know how taking an integrated approach to marketing can help unify your brand message, expand your reach, and drive better results.

Now, it's time to put these strategies into action for your business.

Schedule a complimentary one-on-one consultation with our team of marketing experts at Integreat. During our session, we'll explore your brand goals, audience insights, and existing marketing tactics.

Then we'll start mapping out ideas for a customized integrated marketing plan tailored to your business needs. We'll align every element - from social media to email marketing to PR and more - into a cohesive strategy designed to grow your brand and engage customers.

Don't leave the success of your marketing up to chance. Partner with us to maximize your impact across every channel.

[Reserve your consultation today.](#)



The background of the image is a vibrant purple color with a complex, abstract pattern of wavy, parallel lines that create a sense of depth and movement, resembling a stylized landscape or a series of overlapping planes.

integreat

FOR MORE INFORMATION

(404) 282-7717 • hello@integreatmarketing.com

integreatmarketing.com