



INTEGRATED MARKETING IN 2017

Your ticket to becoming a business celebrity!

**PRESENTED BY: JASON
KOCINA**



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MARKETING

Our Agenda for Today

Our goal is to help all of you and that some of your will become clients.

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Introduction
A Little About Us

Why Integrated Marketing
Site, Search, Social and Sales



Strategically Aimed Marketing
Keeping your eye on the prize and your
messaging on point.



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Understanding Content Flow

Selecting Promotional Channels and
Developing a Communications Plan



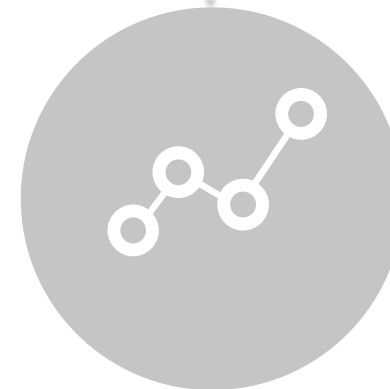
From Plan to Execution

Building your team and hitting the
ground running



What Success Looks Like

Successful campaigns



Please submit questions at anytime throughout the presentation.



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Helping Businesses Sell

You have a story. We have the experts who have years of experience, and can share your story with people who are ready to buy.



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Here's how we do it.

Reaching your target audience through multiple promotional channels.

No one does storytelling like we do. We've been product placement experts for more than 30 years. And there isn't a digital or content marketing team more in touch with storytelling and technology.





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Have questions?

We have a team of people ready to help.

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Why integrated marketing

Understanding how content can be used



Site

Content is added to your site in a way that makes it a resource for people who have the means and motivation to buy your product.

Search

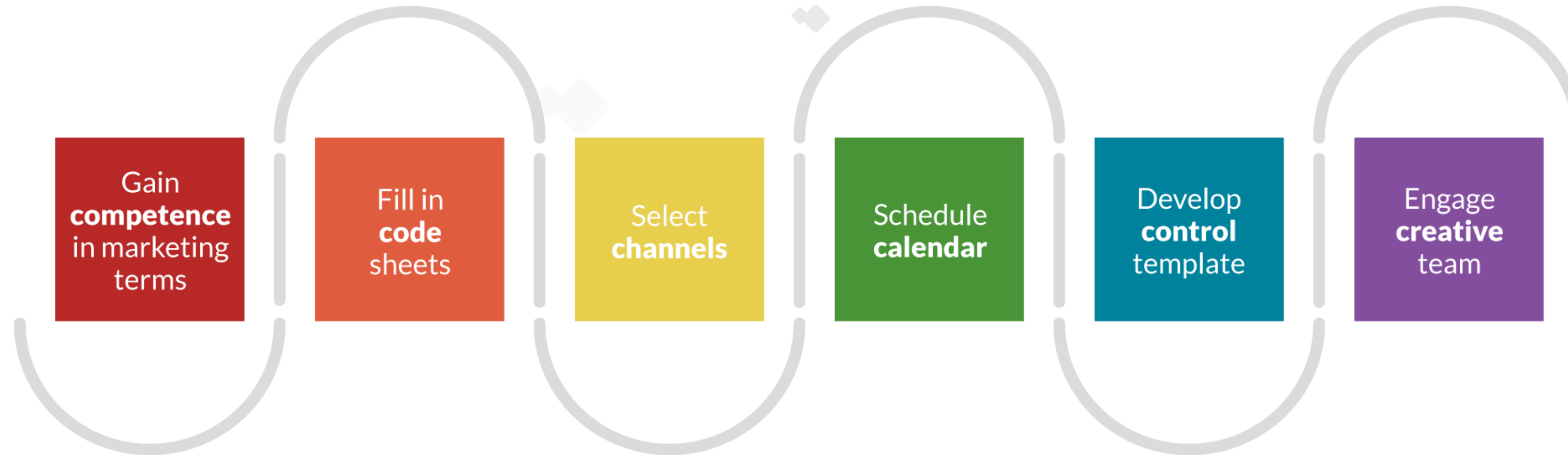
New content assists the search engines in connecting you with people who need your product.

Social

Content can be used to maintain communication with your prospects and clients through the channels they prefer.

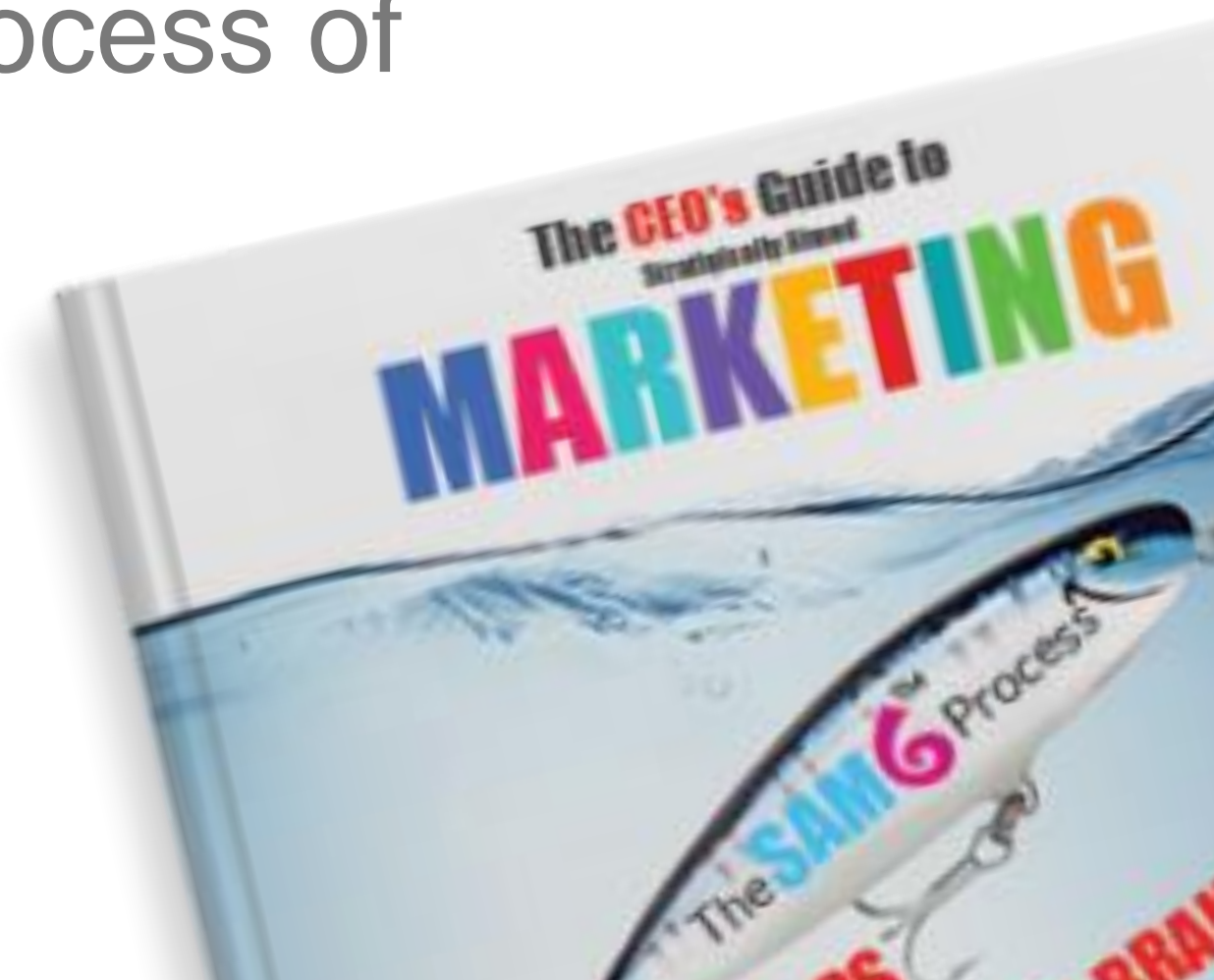
Sales

Content should be added with your sales staff and promotions in mind to monetize your network.



Staying on point

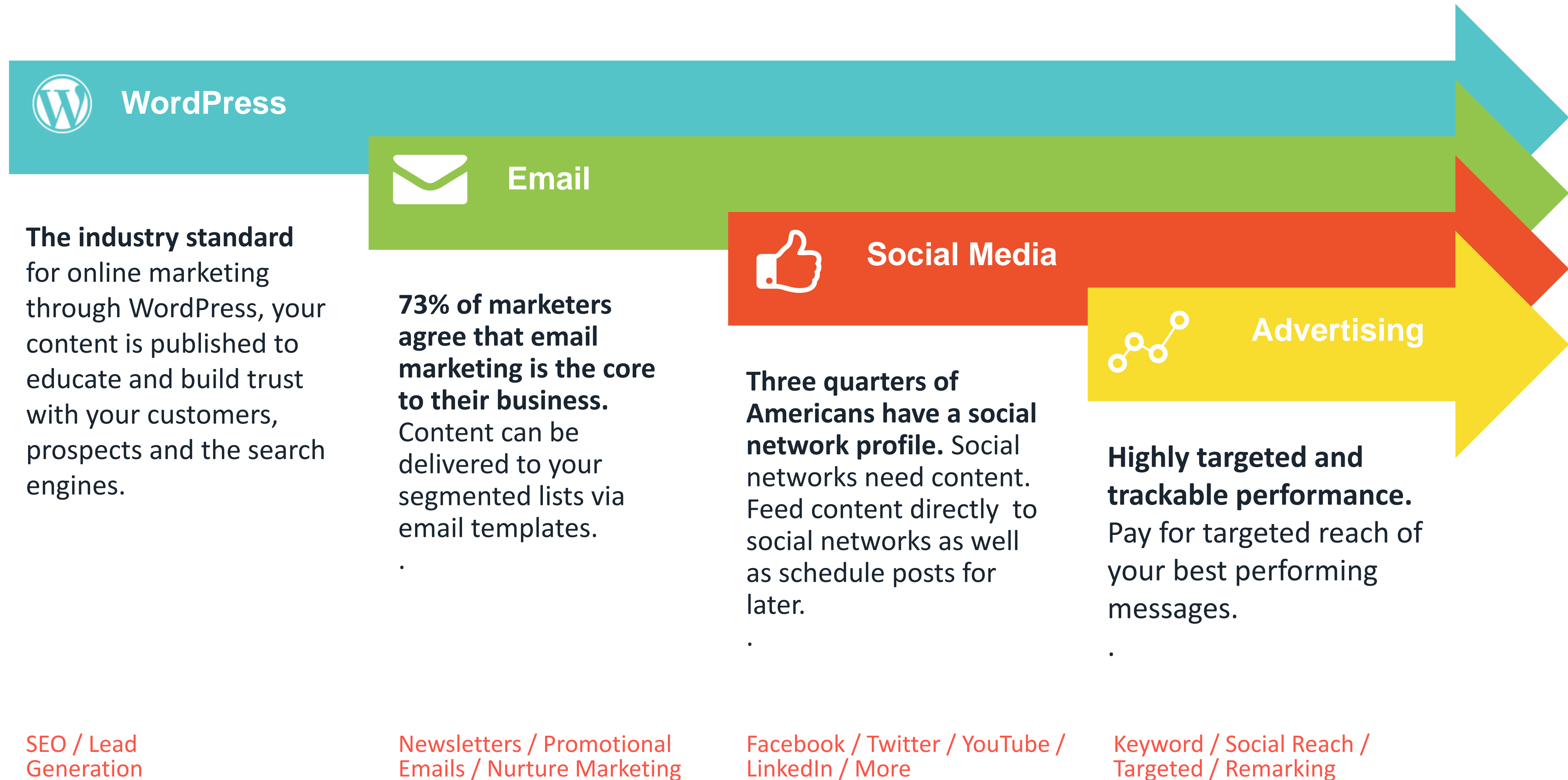
Bring order and clarity to your marketing with the 6 step process of
Strategically Aimed Marketing





Why integrated marketing

Understanding how content can be used.





Advertising vs. Publicity

For Mature Brands

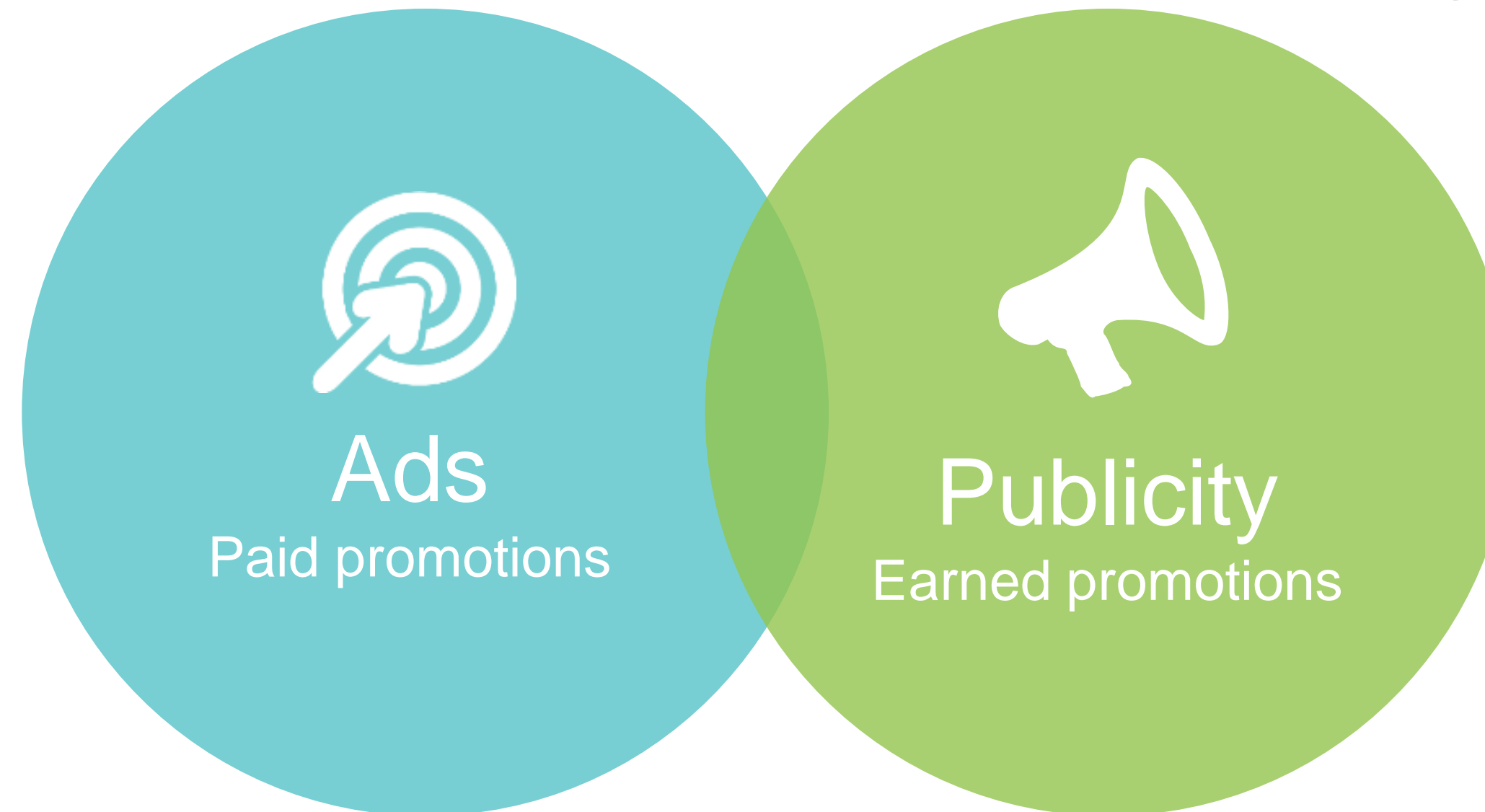
More Control

Large Budget = More Ads

Little space to tell your story

People are resistant

Does not add credibility



For New & Growing Brands

Less Control

Stories and ideas submitted

Co-produced with the media

Earned not paid to the media

Lots of room to tell your story

People are open to your message.

Credible, third-party endorsement

Your mind is in a relaxed state. Very receptive to information.



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Website Promotional Channels

The beginning and end of your campaigns.

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Blogs

Tools to beautifully carry
your message.



Landing Pages

Closing the deal through
prime pages on your
site.



Calls to Action

In-content offers, side
panels, pop-ins, etc.



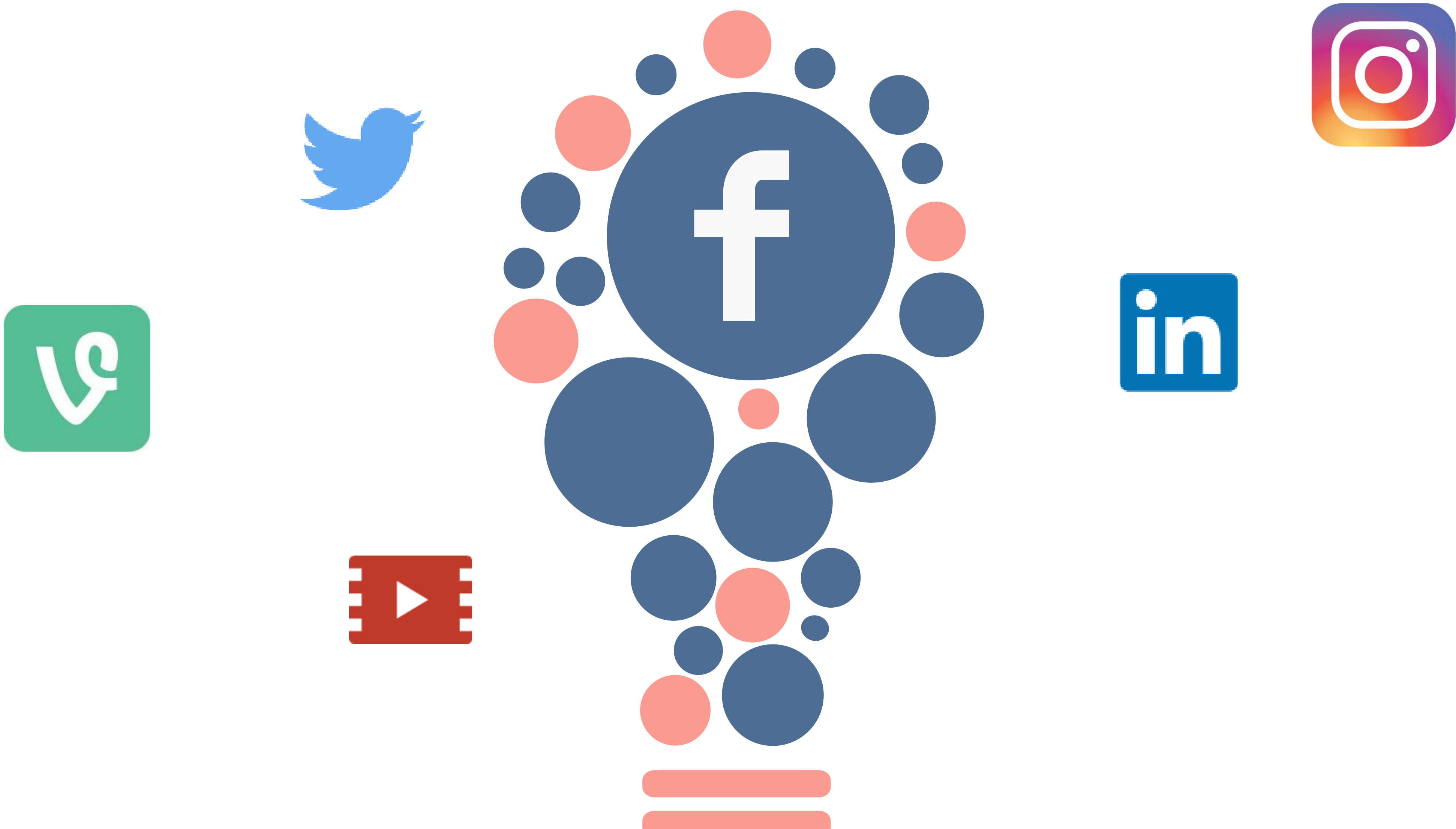
Email

Newsletters,
promotional emails and
nurturing.



Social Media

After content has been created for one promotional channel - it can become a building block of content for other promotional channels as well.



Digital Advertising Strategy

Extending your reach with digital advertising.



Targeted Social

Leverage your current networks by targeting your Facebook followers and their friends within the geographical proximity of your pickup locations.



Keyword / Display

Be found by those ready to buy through targeting keywords. Incorporate display ads geographically targeted as well as topic and/or keywords.



Social Reach

Boost the reach of you're the content you are posting to a target market which is already connected with your current network.



Retargeting

Target based on visits to your site, specific pages and email lists.

The idea is to create a market which is scalable and is the right size for your advertising budget. Once this virtual audience is created your messages can be washed over them receiving multiple messages.

Creating a communications plan

Weave a communications plan with promotional cycles.

Develop Code Sheets and Control Templates for:



Your Promotions

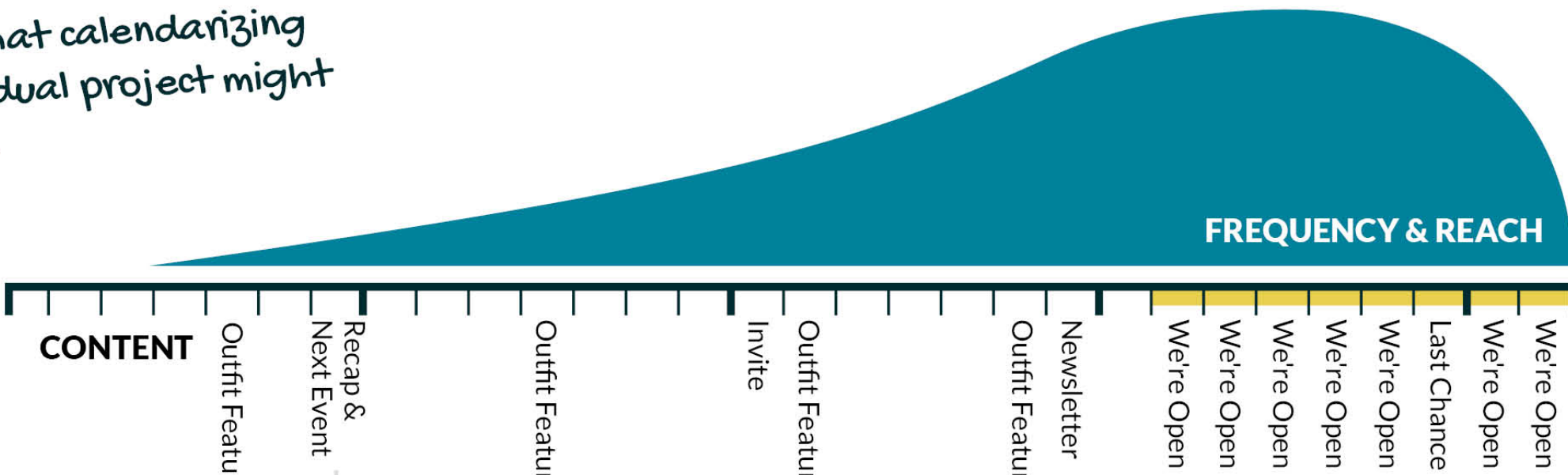


Your Products



Your Company

This is what calendarizing
an individual project might
look like.



MEDIA
COVERAGE

WEBSITE

SOCIAL
MEDIA

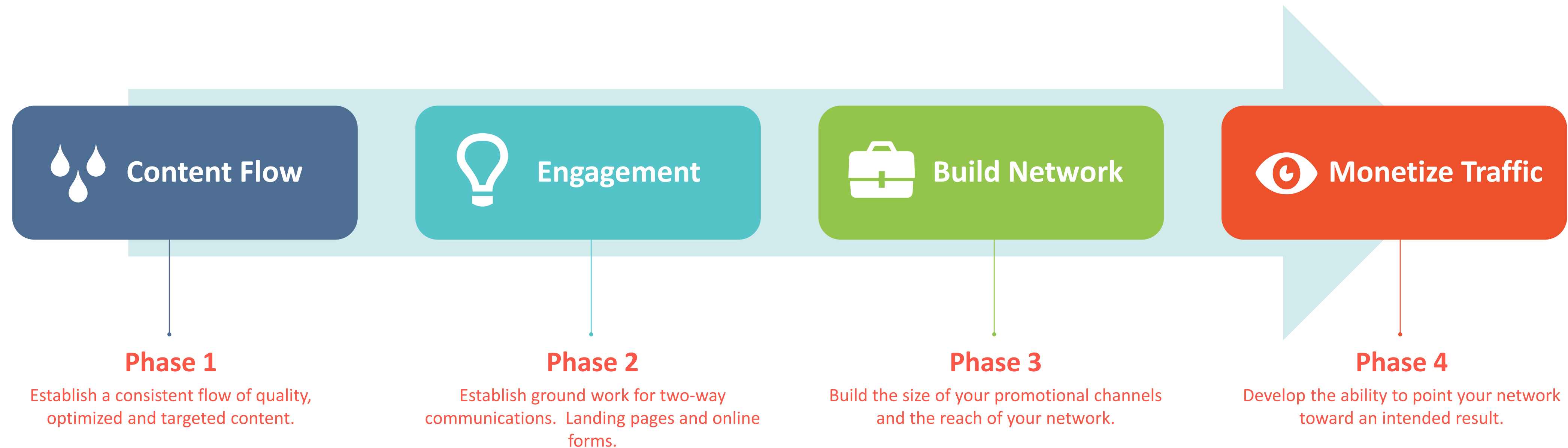
ADVERTISING

PUBLICITY		5 MONTH LOCALLY TARGETED PUBLICITY CAMPAIGN																			
HOMEPAGE FEATURE		
IN-CONTENT PROMOTION	
PROMOTIONAL EMAIL	
EMAIL NEWSLETTER	
BLOG	
FACEBOOK	
TWITTER	
LINKEDIN		We would suggest simple auto post from Facebook to relay all of your Facebook posts to this medium and supplement with pre-written invite tweets and re-syndicated articles from trusted sources.																			
FACEBOOK	
ADWORDS		Post Boosting: \$100 \$400 \$100 \$400 \$100 \$200 \$400 \$300 \$200 \$200 \$300 \$300 \$200 \$100																			
		Friends of friends in targeted demographics and geographic area.																			
ADWORDS		Post Boosting: \$100 \$400 \$100 \$400 \$100 \$200 \$400 \$300 \$200 \$200 \$300 \$300 \$200 \$100																			
		Re-targeting to people who have visited your site and are on your Mail Chimp List.																			
ADWORDS		Like Campaign: \$20/day + \$50/day last 10 days of the cycle.																			
ADWORDS	
Keyword Advertising		\$50	\$100	\$50		\$100	\$50	\$100		\$100	\$50	\$50	\$50	\$100	\$200	\$250	\$100	\$50	\$50	\$50	\$50
Display Advertising		\$25	\$50	\$25		\$25	\$50	\$25		\$150	\$100	\$50	\$100	\$200	\$300	\$200	\$50	\$50	\$50	\$50	\$50
Product Placement		\$50	\$25	\$50		\$25	\$50	\$100		\$25	\$25	\$50	\$25	\$100	\$200	\$50	\$100	\$25	\$50	\$50	\$50



Phases of Social Media

In Action



Social media marketing shows your audience that you have helpful information and solutions. Even if your posts don't result in immediate sales, your content will educate readers about the value you offer and build awareness. When the urge to purchase strikes them, they'll know how to find you.

“SO excited to
open my first
HARVEST box!
Thank you Pahl's
Market for leading
CSA in our
community!”

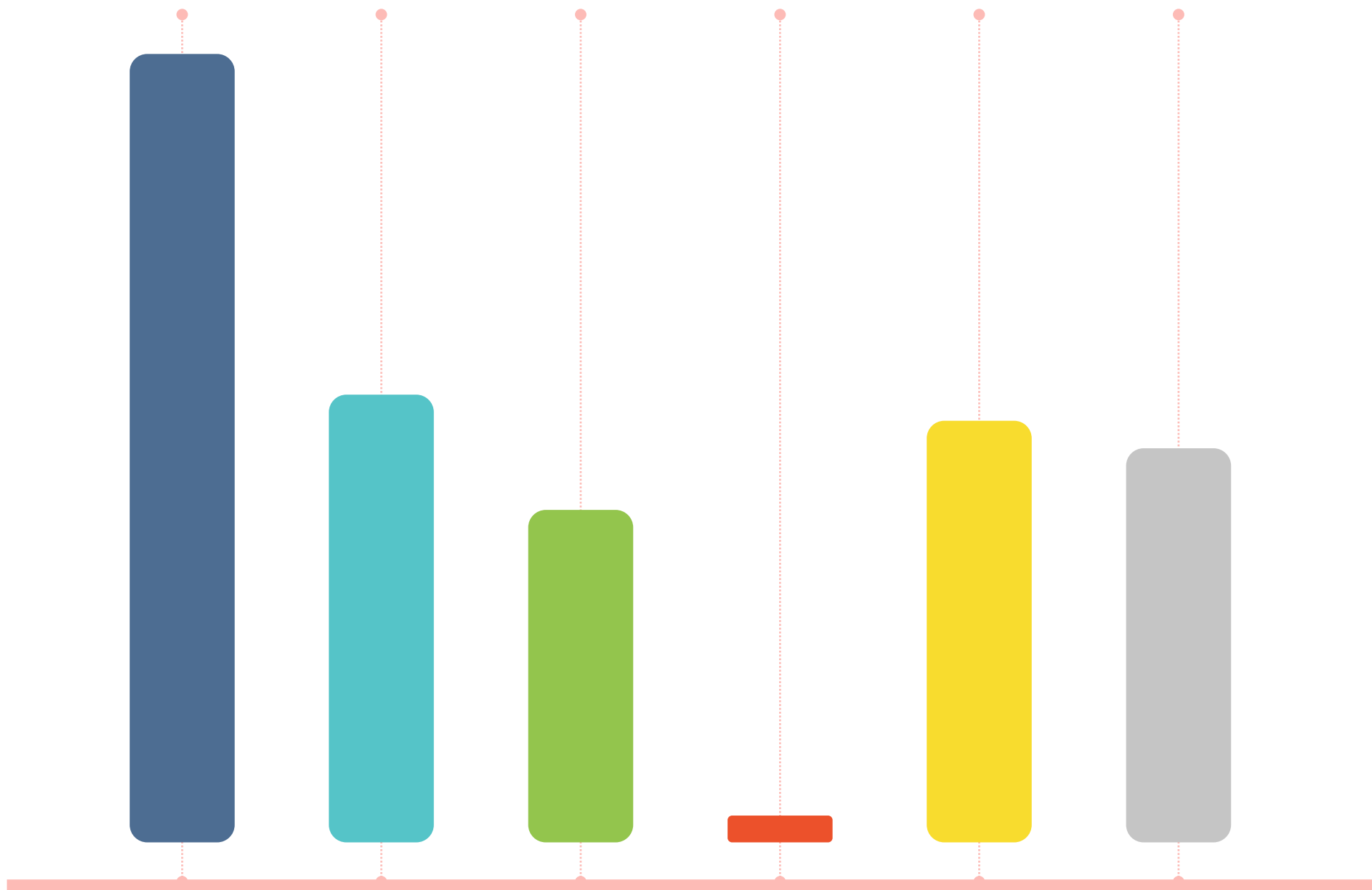
Client Tweet





Content is King

Annual Content Breakdown



514 288 212 14 281 266

Tweets Fb Posts Blogs Events Plants Photos



Connections
6.5K



Event Sign-ups
3.1K



Engagement
30K



Content Reach
5M



Questions

How can we help your
marketing programs?



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Thank You

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Twin Cities METROiBA Independent Business Alliance

Thank you for attending today's webinar!

Upcoming Events - www.buylocaltwincities.com/events

Tue June 20, 3:30 - 5pm MORE-B: MetrolBA Owners' Roundtable for Excellence in Business

Thur June 22, 7:30 - 9:00am Small Business Series: Hour and Wage Issues for MN Small Businesses

Tue July 4th - No July Networking - Celebrate Your Independents!

Fri July 28 - Membership Deadline for Buy Local Guide

Not a MetrolBA member? Visit www.buylocaltwincities.com/join to learn more about the benefits of being a member and to join online today.