

## Chapter 1 : Temporarily Unavailable

*Offline Marketing. Explore the Strategy of Offline Marketing. While the Internet's impact on marketing is undeniable, it may be exaggerated. According to Internet World Stats, 78 percent of the population in the U.S is online and 73 percent access Facebook at least once a month.*

Often, advice to business owners is given in black and white terms. For example, some study will show that email marketing is better than direct mail marketing or a business guru will write about why business owners should only use internet marketing. However, reality is rarely so simple. The truth is, most businesses will need a combination of multiple marketing strategies and tactics to maximize the potential of their advertising and marketing. This article will show why and how business owners should integrate their online and offline marketing campaigns. Internet Marketing and Television Though television advertising and marketing were unrivaled ways to reach consumers for decades, the growth of internet video demands a change in tactics from marketers. A business owner that only uses TV ads to reach their target audience may be surprised to learn that many members of their target audience watch far less TV than they think. According to some estimates , 84 percent of internet users worldwide watch videos online. More than half of millennials watch TV shows on a tablet, desktop computer, or smartphone. Recently, comScore reported that nearly half of households with three or more people subscribe to Netflix. The report also found that 17 percent of millennials watch no original TV series on traditional TV sets. And that Americans aged are 77 percent more likely than average to live in households that have never had pay TV. In fact, no form of advertising medium is anymore. In order to reach modern audiences, need to integrate internet marketing tactics to reach more of their target audience. For example, millennials watch more YouTube than any network or cable channel. Similarly, advertising on social media can help business owners reach targeted audiences with their marketing message. According to a recent study from Nielsen , 59 percent of US music listeners listen to traditional or online radio. Even in the digital age, there are advantages radio gives that are difficult to duplicate digitally. For example, radio remains the best way to reach consumers as they commute. Which makes radio marketing a great way to reach local consumers with relevant ads. This has been borne out by recent data. In a different study, Nielsen reported that radio ads drive 5. Keep in mind that more ad dollars are spent on TV, internet, and print ads than on radio ads, so 5. Even among millennials, traditional radio is extremely popular. According to one report , 70 percent of Americans ages listen to network radio each week. This gap will likely shrink with time and it illustrates why marketers need to integrate their campaigns. Running ads entirely on radio will give marketers a good portion of the local commuter audience, but a growing number of people will get their morning music and news from an app. Using banner ads that are available on generic apps or the specific audio and visual apps possible on internet radio apps helps to ensure that marketers reach a larger percentage of their target audience. Internet Marketing and Print Media Newspaper and magazines have suffered a lot due to rise of internet technology. According to Harris Interactive , 69 percent of US adults trust their local newspapers. This trust in the medium can translate into action. According to Nielsen , 54 percent of consumers are more likely to buy a new product when learning about it from a newspaper or magazine ad. Even national businesses recognize the usefulness of print media for local advertising. About 43 percent of national businesses use newspapers for local promotions. Integrating internet marketing with print media is relatively simple. This can be as simple as including websites and email addresses in print ads or including print coupons for specials that are available online. It also helps to include traditional media sources when distributing press releases, instead of solely relying on online distribution. As the Nielsen study showed, people would be more receptive of the information, which can help when introducing a new product line or brand. The growth of various forms of media have created an environment where there is no longer a catchall form of marketing that will reach every audience, not even the internet. In order for business owners to get the maximum reach and effectiveness of their marketing tactics, they will need to use an integrated campaign. Merging online and offline marketing strategies in the ways mentioned above, is a good way for businesses to increase revenue. Read this article for statistics about why business owners need to integrate their various online marketing tactics. Dec 1, More

from Inc.

### Chapter 2 : 21 Kick Ass Offline Marketing Ideas

*Offline marketing strategies don't need to take the place of online marketing strategies or vice versa. Instead, offline techniques can be used to supplement online marketing efforts to make your firm's marketing strategy as a whole more robust.*

It can be easily measured and is often less expensive than traditional marketing. In fact, truly effective marketing strategies tend to take advantage of both online and offline initiatives to create a well-rounded, multi-faceted approach. Make your own opportunities for in-person networking by joining local chapters of associations or organizations where your target audience is likely to be found. First and foremost, a speaking engagement puts you in front of a highly targeted and interested audience that is already primed and ready to pay attention to what you have to say. Speaking engagements are also a great way to build credibility and establish thought leadership within your firm. Chances are, even your earliest experiences will pay off in the long run. Obtaining relevant placements in industry magazines and journals will help increase your brand visibility and showcase your expertise. Include print opportunities as part of your blogger outreach strategy and keep an eye out for opportunities to appear in both an online and print version of a publication. Just as with your online publications, you need to be selective. Make sure the publications you choose are relevant to your target audience and a reputable source of information. While not as commonly incorporated into the sales process as it once was, cold calls that have a personal touch can actually resonate with interested buyers. Phone calls are more personal than emails and demand an instant response – which can be both good and bad. Cold calls are also a great way to reach out to potential marketing partners about a collaboration opportunity, like hosting a webinar or producing content together. And, if during the cold call you can reference a valuable piece of thought leadership your firm has produced, the call has all the more chance of netting a result. However, it is significantly more difficult to track the return on investment for print advertising than it is for online ads and they can often be more expensive to run, so consider your options carefully. Print advertisements are best positioned in highly targeted publications where you can guarantee members of your target audience will see your ad. If possible, include a URL or a QR code in the print advertisement to send visitors to the landing page, which will help you track these campaigns better. Trade shows can provide a great opportunity to put the most effective offline marketing strategies in practice. In addition to in-person networking, you can also pass out print materials and perhaps even get the opportunity to be a featured speaker. Learn about the most effective online marketing strategies to generate leads in our *Online Marketing for Professional Services* book. *How Hinge Can Help*: Hinge is a global leader in helping professional services firms grow faster and become more profitable. Our research-based strategies are designed to be implemented. Our *High-Performance Website* program is designed to give your firm every advantage in the marketplace – from spelling out your value proposition to generating a steady stream of qualified leads. Elizabeth Harr Elizabeth is an accomplished entrepreneur and experienced executive with a background in strategic planning, management, communications, and alliance development. Elizabeth co-founded a Microsoft solutions provider company and grew it into a thriving organization that became known for its expertise in Microsoft customer relationship management.

### Chapter 3 : How to Integrate Online and Offline Marketing Campaigns - Tweak Your Biz

*Inbound marketing is shown to be incredibly effective for attracting website visitors and generating leads. But for many companies, there's still a place for outbound marketing tactics (like print advertising, broadcasting, and so on) alongside those inbound tactics. So how can offline marketing.*

Digital marketing investments remained a top priority for marketing leaders in the last year and it has been on the rise even this year. However, combining digital marketing with offline marketing efforts takes the marketing game a notch higher to see great returns on investments. When brands make a choice between online and offline marketing, they risk losing the benefits of the other marketing option. The effectiveness of digital marketing is the reason why marketing leaders around the world plan to increase their investment in digital advertising. But it is the conjunction of the two marketing worlds that boost the sales. Here are a few tips to help you sync your online and offline marketing efforts.

**Cross-device marketing** An effective and powerful way to boost engagement is cross-device marketing. Your target audience can be watching television while using their mobile devices and computers at the same time. Gathering information of all the TV and internet providers in your target area strengthens your cross-device marketing strategy. You can choose the right medium to advertise to your target audience using this information and optimize your marketing strategy.

**Event marketing** Encouraging the participation of people in events is a powerful way to boost engagement. Many local businesses, like pubs and bookstores, rely on boosting engagements with events. For a bookstore, sharing a quote from a book will not engage people with the physical business. Whereas having an author sign books purchased by people on the first day or having a live reading session at the store will attract people and boost engagement. Yet, Facebook can be used to create a buzz about the event that will ensure maximum turnout.

**Sharing QR codes** Linking online and offline marketing strategies using QR codes can result in effective and powerful branding. There are many ways in which QR codes are used by companies in marketing. These QR codes take the user directly to download the app. Another such example is using QR codes to combine greeting cards with playlists. This combination of mixtape and QR codes was developed by the same ad agency. With a Spotify app on their phone, users can instantly start the playlist by just scanning the QR code. A good way to use QR codes to link your online and offline marketing efforts is to share them on your site or Facebook page for promotion of a product. These QR codes will then be used by your customers to get discounts when they arrive at your physical business.

**Social media polls** Online marketing has great advantages and access to real-time information and big data have proved its effectiveness. Having this access makes optimizing your campaigns easy. The best way to utilize this data, is, to incorporate it into your offline marketing strategies. Market research should be at the core of every campaign. Develop a good understanding of your target audience and their interests. Conducting polls on social media is one of the best ways to do this. Knowing your customers will help you execute your offline strategies effectively. A few tips to incorporate your online conversion data into offline strategies. Start with creating a Facebook campaign. Set an online conversion goal for this campaign. For example, encouraging audiences to subscribe to your newsletter. Analyze which of your marketing messages are converting well. Split testing landing pages, ads, demographics is a great way to do this. Split testing is a great way to optimize your campaign and the more you know about it, the better. When you have this data at your hand, you can use it to design effective print ads and select advertising mediums accordingly. A problem with offline marketing is the limited data available. It leads to poor choices and marketers end up targeting the wrong demographic. It is essential to use data from online campaign to structure your offline strategy. To track your offline marketing campaign, create custom websites or web pages, dedicated to the campaign. For a split testing, try running different campaigns with different custom URLs.

**Hashtags** Hashtags, started by Twitter, are now frequently used in digital conversations. Instagram, Facebook, and many other social platforms have adopted hashtags in their conversations. One way to integrate this concept offline is to use your hashtag on all your offline ads, like banners, flyers, wherever you mention your social media accounts. Offering rewards is another way of encouraging people to adopt the hashtag. Starting a contest for best photos tagged on Instagram or Twitter can

be one way to do this. Offering a reward encourages more users to use your hashtag. Teaser Ads Many popular brands use this method to get their target audiences view their site online. GoDaddy has been doing this for their Super Bowl commercials. They show you a short version on the television and ask you to visit their website to see the full or unrated version. Having a cohesive marketing strategy is what you should aim at, rather than having separate goals and plans for online and offline marketing campaigns. The motive is to create familiarity with your audience and gain trust and respect. At the end of the day, the conversions that you see are the people who know and trust your brand. Though timing and medium are important aspects of a successful marketing campaign, a clear, consistent and targeted message gets your campaign to its goals.

*Offline Marketing: Offline marketing is the process to create brand awareness and reach till target customer to satisfy their needs and want. In many occurrences, individual adopt marketing mix.*

Direct mail Banners Traditional marketing is well-known, as the name applies, thanks to its long history. Every day we see television ads, hear radio commercials or see newspaper ads. But the fact is that traditional marketing channels will lose market share to internet marketing thanks to the advantages of the internet.

Internet marketing Internet marketing is no longer a foreign word but still, many business owners stay far from understanding the true essence of internet marketing nor do they know how to use the opportunities that the field has to offer. Too many entrepreneurs still think that internet marketing is limited by banner ads on commercial sites and email spam campaigns. In reality, internet marketing is a much more extensive area to start from website structure, content and optimization and to end with Google ads and analytics. Advantages of internet marketing

1. Reduced Cost The reason why many businesses have chosen online marketing instead of offline marketing is reduced cost. Internet marketing offers cost effective, flexible and better-managed budget control. Search engine optimization is free of charge, all that is required is a good web page and knowledge. The cost-effective is relatively high compared to newspapers or outdoor. Pay-Per-Click is also a great way to save money and keep an eye on costs as payment is based on real clicks your ads get. The cost of TV ads is enormous and you cannot even tell how many people actually paid attention. Measurability Internet marketing is easily measurable through analytical tools like Google Analytics, unlike ads in newspapers or magazines, this will show you indirect impact on your business sales. SEO, AdWords, social media, email marketing give you accurate information about clicks, visits, sales. Conversion is easy to measure and you can calculate the exact ROI. Offline marketing is more like estimations and supposition. You cannot tell how many people that heard your commercial on the radio actually came to make the purchase. Real-Time Results Although internet marketing is a long process it is possible to see the results right after implementation of a new strategy. If you buy for example AdWords you can measure directly the clicks and afterward analyze the impact with Google Analytics. This way the efficiency of your strategy can be measured and changes in real-time implemented if necessary. Compared to, for example, Yellow Pages that is printed once a year, internet marketing offers considerably more opportunities as a website can be updated every minute. Demographic Targeting Compared to offline marketing, determining your target group is much more precise online. Online sites like Facebook can target your ads directly to a chosen target group and display how many people you reached. Traditional marketing channels allow you to direct ads to some extent like you can place home appliance ads into the magazine that has a specific target group who are more likely to buy your products. But segmentation is far from the internet marketing opportunities. Long-Term Exposure The average life span of a traditional marketing campaign is 1- 4 weeks, but internet marketing is a continuous process that will bring results evenly. If you have reached the first pages of search engines you can stay visible for potential clients for a long period. Updates are of course necessary to hold this position and maintain regular low-cost of your strategy. Content marketing will help to create and maintain the image of an opinion leader and a professional that will increase your reputation and reliability that in turn spreads as word-of-mouth advertising. Conclusion The trend of traditional marketing is on the decline, some forms have even been replaced by new media. Marketing opportunities on the web are affordable for any company and the development of new marketing channels are in progress. Therefore the growth of internet marketing sales volume is justified. The main advantages that internet marketing has over offline marketing are reduced costs, measurability, real-time results and campaign management, better targeting and long term exposure. Using the advantages and opportunities of internet marketing skill you can create cost-effective campaigns to increase your competitive advantage. WSI professionals help to create personal internet marketing strategy for your business. Get free internet business analysis and find out what marketing channels are right for you. More voice, less noise Got what it takes to succeed? Our mission is to make you unbeatable by finding the things that get you there to tune out the noise and focus on your voice.

### Chapter 5 : 7 Offline Marketing Tactics that Still Work

*Online Marketing Vs Offline Marketing What is Online Marketing According to Wikipedia, Online Marketing is also known as Internet Marketing or Digital Marketing, a form of marketing and advertising, uses the internet to deliver promotional messages to customers.*

Here are seven offline marketing tactics you should give another chance. There was no such thing as a Google ad or even the Internet. In the early days of what was commonly known as the World Wide Web, reaching millions and later billions of people was not only easy, it was cheap. Then came Facebook, a company that became the third largest company in the world. Businesses scrambled to make their presence known because Facebook was the next big portal to a large amount of people at very little cost. But everybody knows what happens when they place their eggs in one basket. The basket notices that everybody relies on it and begins charging. Facebook now charges and that has prompted many business owners to cry foul. The problem is that business owners abandoned what has worked for centuries and placed all of their advertising eggs in one basket. Take a look in your mailbox on any given day and you still see a ton of advertising. You might not respond to such strategies but many customers do. The secret, according to the pros, is to purchase qualified leads. Local media advertising is still a fantastic way to raise brand awareness but you have to put the new spin on an old-school technique. On the Internet, content marketing is simply giving the customer something valuable while interweaving your brand into it. For example, a plumbing company may write a blog post about how to keep drains from clogging. Set out to entertain or inform while working your brand into the spot. Never thought you would try it? Sometimes moving out of your comfort zone results in big profit. Cold calling works and successful businesses still do it. Make sure your call list is highly targeted. Today, pharmaceutical companies, and so many others, still employ massive armies of people to make sales calls. If it works for them, it can work for you. How about teaching a class at a community college or other venue? Get yourself out and network with your potential customers. Incorporating online efforts is vitally important but diversify your marketing strategy to utilize multiple channels. May not be reproduced, reprinted or redistributed without written permission from Attard Communications, Inc.

### Chapter 6 : Internet marketing vs. offline marketing - IMPACT 80/20

*The reason why many businesses have chosen online marketing instead of offline marketing is reduced cost. Internet marketing offers cost effective, flexible and better-managed budget control. Search engine optimization is free of charge, all that is required is a good web page and knowledge.*

In fact, according to a recent study conducted by Google in partnership with Ipsos MediCT, traditional offline media such as TV, radio, and print still plays a leading role in online searches for products and services. What is Offline Marketing? These campaigns can include radio and print advertising including billboards, signs and pamphlets telemarketing, and television ads. Even with the most creative marketing strategy behind it, a billboard is almost always just a much larger version of a print advertisement. But in one of the more creative offline initiatives, Heineken transformed one into a surprise concert performance tied to social media. The billboard will be appearing in other cities across the U. To find out the details on where the billboard is going to be and its next performance, users have to follow the occasionally perfect hashtag on Twitter. For example, companies such as Ford have created print ads that include sparse information about new vehicles with predominant urls and references to Facebook or iPhones. Who Employs Offline Marketing? Companies large and small use offline media channels to build buzz about products or services. The strategies can be applied by companies of any size, from mom-and-pop storefronts in small communities to some of the largest and most renowned brands in the world. The companies developing offline marketing strategies fit a number of profiles, including: Businesses such as family restaurants, local salons and boutiques, or independent photography studios can use ads in community newspapers or small, targeted direct mail pieces to establish themselves in the limited area they serve. Regional and Mid-Sized Businesses Companies with large customer bases that need to reach customers in a metropolitan area or geographic region. Construction companies, automotive dealers, and grocery store chains are among those businesses that can build familiarity with customers through traditional advertising means. Billboards, regional television commercials and radio spots can spread the word about a company and build its credibility. Offline marketing strategies tend to be more expensive than online ones, requiring businesses to develop all-encompassing plans before implementing campaigns. Typically, a company must first decide exactly who they are trying to reach the target demographic for either new or existing services and then determine what media channels can be used to reach them. Market research data can be purchased to bring companies up to speed on the media consumption habits of their target audience. If potential customers tend to read certain magazines, then marketers can strategically place ads in those publications. These ads typically feature consistent messaging about the company as well as brand imagery the same slogans and logos are used to build familiarity with potential customers. Recently, offline marketing and online marketing strategies are more frequently used in collaboration with one another. Many companies treat their websites as the central portals of their marketing efforts. If the store limits itself to only showcasing this information on their website and no other methods to publicize the event, the company is limiting the number of potential sales. By using these options, the store can analyze where its audience is coming from, who they are, and how many have responded to the call to action for the anniversary event. Offline Marketing Strategies Behind the ad campaigns and creative promotional materials, the basic intention of any offline marketing strategy is to increase online traffic, overall sales, and profits. There are various strategies companies can employ to achieve these results, including: Marketers can purchase mailing lists based on demographic data that include people most likely to purchase their products. For example, an online pet food store may order lists of people who purchase pet supplies or medicines online. Department stores, grocery stores and countless other companies frequently advertise sales of their products and services in local newspapers and advertising inserts. If they want a discount, they have to make a stop online. Loyalty Programs To build repeat customers, companies of all sizes often rely on offline loyalty programs. These programs encourage customers to patronize businesses more frequently. For example, a sandwich shop may reward customers with a free sandwich on their tenth visit. Or a professional baseball team might offer a free stadium tour to fans that purchase ticket to 10 or more home games. Despite

the explosive growth of the Internet, careers involving offline marketing will be available for the foreseeable future. Marketing companies or other businesses with internal marketing and communications teams will need employees at all levels who understand how to leverage the beneficial aspects of offline marketing mediums. Marketing Manager Similar to managers in other industries, a marketing manager must be well versed in general management skills. Their responsibilities will include managing staff, coordinating work schedules, and controlling the workflow of projects facing their team. This individual will be expected to be familiar with offline marketing strategies and suggest helpful ideas in brainstorming sessions with colleagues.

### Chapter 7 : Combine Online & Offline Marketing for Exciting Customer Experiences

*Marketing your business is about identifying, appealing to, and utilizing the behaviors of your target audience. Every target audience is different, and the most effective marketing activities will vary from business to business.*

Offline marketing is an obvious choice for any business with a local customer base. Boost Your Staff When was the last time you looked at how your staff interact with customers and the impression they give? Just ask a variety of brands who put employees at the centre of their marketing strategy, including Virgin, Zappos and more. In addition, lots of business networks and events will have places to share your card. It can be worthwhile hiring a designer either via a crowdsourcing website or by going directly to someone who can work with you across your branding. Get inspired with this Pinterest board. Capitalise on Branded Merchandise Every company will end up with a pile of branded merchandise after events and promotions. Why not plan ahead for ways you can help the local community and spread the good name of your brand – pens, bookmarks, mouse mats etc can be donated to a range of local organisations and charities. And many business leaders are active philanthropists and volunteers, so you never know who might see your name in a positive light, away from the noise and competition at a trade show. Supporting a local sports team can be a great way to reach the community, and who knows if a world-class or Olympic star might be lurking. Some local groups might appreciate other resources than financial sponsorship – for instance, office space that could be used as a meeting place, or other support your business could provide. Provide Plenty of Prizes Competitions and prizes are hugely popular in digital and offline marketing. Make your Print Material Special Flyers and pamphlets still provide an important role both in event marketing and direct mail. Check, check and check again for typos, spelling mistakes and other errors before any material is sent out. Some local businesses provide print newsletters for customers, which can be a great way to keep your community informed, and link with other local firms as advertisers. Celebrate Holidays with Cards and Gifts In some business verticals, Christmas cards and gifts may be relatively common. But a well-designed and thoughtful personalised greeting or present can show your company really cares about customers or clients. Alternatively, you can show your company values by donating to charity or supporting a good cause on behalf of your clients. Specific Group Discounts You can support relevant groups locally and nationally by offering a specific discount for them. Not only does this allow members to feel privileged, but it also provides something the group itself can advertise as an incentive for coming along to prospective new members. Opportunities for bulk buying and discounts can also lead to large sales boosts. Try this site for locating a journalist near your business. Cisco have also developed billboards that determine a drivers speed, messages are then delivered in a readable length for each driver. Fix your packaging Whether or not you sell physical goods, there are countless opportunities to add some marketing and branding boosts to your delivery. Providing customers with some free stickers is a simple and cost-effective way for fans of a brand to spread the word. One way a business can benefit from this psychological principle is to establish an expert advisory panel of valuable connections – from other businesses, or of high value customers etc. Make the most of Trade Shows Whether displaying or attending, make sure you have a clear objective for trade shows and exhibitions. Whether you require contacts in a certain field, or a set number of business leads, make sure your primary aim is clearly stated and communicated to everyone attending from your company. Your promotional ideas, material and tactics will need to change to suit your objective. Try this trade show database to locate one for industry. Network, network, network There are opportunities to build a business network by attending events in even the smallest town. Events like these can be a lifeline for any referral-based business. Make the most of press releases, testimonials and recommendations, and even parties to celebrate achievements. An annual celebration of being in business is a good way to meet more potential business leads and network, as well as reward yourself and your employees. Enter Relevant Awards There are awards in every industry and location. And that includes the 3D projection used to show detailed film on almost any structure. Previously used mainly by music and entertainment companies to promote movies and videogames, the cost is constantly coming down as the technology improves – and smaller scale approximations are also available to do

something a bit different. Alternatively, why not speak to a few local artists and see what ideas they might have? Not everything will always be suitable, but you could get something amazing, from chalk street art to something much more complex. Make the most of your location Make sure you use your physical location, particularly if it is interesting in some way, or it involves a physical retail space which you can use to drive your online marketing. And you can display the same information physically. Rather than a guest book, what about a photo wall of happy customers? Pop up in vacant spaces Pop-up shops and restaurants have received a lot of press recently. It can be something closely related to your business, or something to benefit the local community – a cafe, art exhibition or charity event. For instance, organising a Flash Mob of dancers or zombies in a city centre, organising a street festival, or a themed tour of your local area, or temporary graffiti and street art. Chalk art is a great way to get an impact which can be removed without a cost attached. Newsletter Want more stuff like this? Get the best viral stories straight into your inbox!

### Chapter 8 : Offline Marketing Strategies | Offline Marketing Forum

*To integrate this online marketing strategy with your traditional, offline efforts, consider utilizing the hashtag on all marketing tactics, such as flyers, billboards, TV, brochures, banners, etc. Prospects and customers will be able to see this hashtag and easily go from looking at your offline marketing tool (flyer, banner, etc.) and.*

By Sreeranjini Menon Marketing is a relatively young discipline compared to other business arenas like economics, productions, operations and accounting. From the s, it has evolved a lot. The development of tactics and strategies in marketing was motivated by the behaviour and relationship that existed between sellers and their customers. From the times of the barter system to the era of internet marketing we have seen companies coming up with new methodologies to attract more and more customers. When new media were introduced they learned to adapt to new ways of communication. It is important for business owners to choose their marketing strategy wisely. Every day, there are new studies, surveys, and statistics published about marketing. One study will convince you that email marketing is the best way to reach your customers, while the other will say that print ads are back in the game. There will be studies that show direct mailing as the key to effective marketing. Yet another clan of business gurus claim that this is the era of internet marketing. But the truth is that most businesses require a combination of marketing strategies and tactics to maximise the potential of their campaigns. When they launched the campaign, they hoped that people would share childhood memories and heart warming stories about those happy meal moments. Here are some of tweets that came around shortly after the launch. The whole campaign turned out to be a monumental disaster. They were forced to stop the paid promotion of the campaign within two hours of the launch, but sadly, crowdsourced campaigns are difficult to stop once begun. The McDStories I could tell would raise your hair. McDStories â€” Skip Sullivan SkipSullivan January 18, If they had integrated their Twitter campaign with any other marketing platform, it might have resonated better with their audience, and might have given them the result they expected. A TV or social media campaign which effectively conveyed their intention to bring back nostalgia would have caused people to think more in that direction. In , they introduced a billboard campaign in which LED displays of different show characters were installed in locations around many American cities including New York, Chicago, and Los Angeles. Image source The only problem was that there was no other information or text on these displays and it looked pretty mysterious. To top it off, in Boston these displays got interpreted as a part of citywide bomb scare and police had to actually close down all roads to investigate about these signs. Turner broadcasting ended up paying a hefty fine to the Boston police department. The problem would not have arisen if they had used a simple CTA in their billboard to visit their website where more details could have been found. When you advertise on any form of offline media, the information that you can convey is limited by time and space. It will help you get consumer attention but you might fail to convey the overall picture of the campaign clearly to the customers. For decades television advertising was an unrivaled way to reach your customers, but the growth of the internet demanded and provided new tactics to reach targeted audiences. If you use only television ads to reach your customers you may be surprised to learn that most of them watch TV less often. A recent survey showed that 84 percent of Internet users watched videos online. The study also pointed out that 17 percent used non traditional TV sets to watch TV series and that Americans aged are 77 percent more likely than average to live in households that have never had pay TV. For example radio remains an optimal way to reach customers as they commute. Newspapers and magazines have suffered the most due to the rise in internet technologies. Although there are still people who trust local newspapers, the ads are again limited by space. However, including print ads in your overall marketing strategy can solve the issue. According to Forrester research, cumulative ad expenditure across all online marketing platforms â€” search, mobile, display, email and social media will account for 26 percent of all advertising spending. However, a study by Nielsen pointed out that 49 percent of all online ads were never viewed. An integrated marketing strategy not only gives you more reach, it will help you to convey the message in a more effective way through multiple channels. The greatest advantage of online marketing is that it is completely traceable and measurable. Integrating your marketing efforts with online channels will enable

you to discover which strategy or campaign was more appealing to your customers. The results of your marketing efforts are easily traceable as all online marketing tactics require customers to do a trackable action—say, visiting a web page, clicking an ad or even sharing something on social media. Such type of measurement is impossible for most offline marketing channels. So here are some ways you can do this: QR codes A great tool to connect print media ads to your online channels is QR codes. Strategies that can be employed include using QR codes as paperless coupons that can be used to get a discount online. According to a scanlife trend report, the total scans reported in was 23 million. All you need is an appealing print ad which would prompt the customer to take action. The QR code must be easily noticeable and attractive black and white qr codes are a thing of the past. Hashtags A hashtag is a great tool to bring your discussions online. By starting a hashtag campaign for your events and offline campaigns, you can easily measure the success of your campaigns, and monitor consumer discussions. A hashtag campaign will also enable you to reach out to your target audience later. Measuring the number of people who read your print media ad can be difficult, but most activity on social networks can be tracked. There are a number of tools that enable you to track your hashtags like RiteTag, Hashtagify, Talkwalker etc. CTAs Call-to-actions are yet another great way to push audiences to convert with offline advertising channels like billboard advertising or print media. You can also just add your website address, your email id or coupons of special offers available online with your print ads. Using call-to-actions in TV commercials with social media callouts are still a best practice. There are lot of ways in which you can untap the potential of these two media channels together. If you feel like your brand is very popular in a particular city you should consider investing more in media buying in local channels. The social engagement data can also be used to measure the impact of your TV commercials. Teaser Advertising This is a very popular method used by a vast majority of brands. In short, this strategy involves using a series of small advertisements that invoke curiosity in the audience. The film industry uses this technique religiously to promote new films by capturing interest and building hype by posting ads and billboards all over the world. Cadbury recently used this method to boost engagement on their social media page. They used the occasion of celebrating 1 million fans on Facebook as a platform to introduce their new campaign. They designed a huge Facebook symbol with pieces of Cadbury chocolate and tested how their followers would respond. Then they created teaser ads with the photos and videos sent by followers on the campaign. The teaser ads were a huge success, and they got over 40, new Facebook fans and more than , participants to actively involve in their campaign. Within 10 hours of its release, it was trending on Twitter and had earned 1. The price of the toy even went up to pounds on eBay due to the escalating demand. Before the release of the advert they published teasers all over social media to get their fans more excited and curious about the ad. They also did clever outreach by sending Monty the penguin toys to influential fashion, beauty and lifestyle bloggers and launched a MontyThePenguin hashtag campaign. Then, they premiered the ad on social media pages. After the launch they even re-branded their website to reflect their Christmas campaign. They also setup active social accounts for Monty the Penguin. In short, they integrated offline and online marketing very effectively. Even when their online activities were very engaging they continued to build more hype using offline methods too. The message was conveyed consistently through all platforms, from the television ad featuring Joan Collins to their PPC campaigns. Their success was the consistency in conveying the message across all markets and regions. British Airways British Airways had a wonderful selling point compared to their competitors. Their business class seats for some flights opened up horizontally. They put together three different agencies for the job. They wanted to do more than an offline ad. They created print ads with white backgrounds with image of blue flat beds. They targeted the exact user demographic that was likely to buy business class tickets and they chose a number of media outlets to run their ads at varied intervals. They made sure that the targeted audience will see their ad throughout the day. And she was right. They created a huge organic buzz using both online and offline media. There were stories about fairies spreading joy in the form of gifts, cards and they even went to the extent of creating fake snow in a school. Spreading magic and kindness are two of our aims, soon we will share with you each of our names€ FollowTheFairies pic. By that time there was a huge fan following for the two fairies on Twitter and the campaign naturally took off. While integrating your online and offline marketing efforts, it is important to come up with a cohesive as well as profitable marketing strategy.

### Chapter 9 : Offline Marketing | What is Offline Marketing?

*For many of us, online marketing has taken the driving seat of our marketing activity over the last five years. The rise of online or 'digital' marketing may have eclipsed traditional activity but the truth is, the two tie together quite nicely. Companies that integrate online and offline.*

Global Web Index released data last year that indicated over half of Instagram users are following brands online. The biggest challenge that B2C marketers face is consistently producing engaging content, but direct interaction with customers is also at the heart of engagement. Inspire Offline Engagement With Social Each week, I come across printed promo ads from brands trying to encourage me to shop at their stores. I tend to skim through most of them until I notice something that really interests me, then I might swing in to buy it. This same approach can be replicated in social media. Instead, they travel around their service area and set up shop in popular areas each afternoon. Then they use social media to inform customers where they can find their favorite food truck. They also include their social media information directly on the truck so customers can follow their social accounts to more easily find their location next time. They can just order those online. Offline event attendance can be bolstered online through the strategic use of visual media and multiple online channels to reach wider audiences. Drive Online Attendance You can take a similar approach for online events, like webinars and community gatherings. Instead of sending out tens of thousands of direct mail invites, you might only send out or 1,, in which case your costs would be comparable to a social ad campaign. The main difference here is that you can create more personalized messages for a segmented audience. This will entice them to partake in the opportunity and make them feel more valued as a member of the community. This case study from MarketingSherpa on creative pre-show direct mail campaigns demonstrates that the right message is crucial; targeted mailers led to visitors to the website they advertised. Share the experience through onsite testimonials, video clips that show your team engaging with other customers, images and videos that show off your product selection, event collages featuring the show to connect customers to your brand, and even live streams. These efforts might encourage people to attend your next event, or your audience might simply share the material to send others from their network to your social channels. Build Reach Offline All printed marketing collateral you create should feature links to your website and social channels – including YouTube, if you share video content that offers customers behind the scenes glimpses into your business. Every piece of printed material is an opportunity to share your brand, right down to the packing slips you include in product shipments. This information can open customers up to social channels that they may never have known existed. Just be sure not to solely rely on the logos for social channels. Stir up User-Generated Content There are many opportunities for compiling user-generated content – especially visual content – in nearly every industry. This is great for product-related businesses, but it can also apply to service industries and even SaaS companies. Hold a promotion to incentivize customer submissions of images and video Post snippets of user-generated content and ask fans to submit their own content Feature new user-generated content posts each week to encourage more submissions Use packing slips or receipts to entice customers to send in offline content or user-generated content 7. For example, putting a well-known local sporting team or event in the spotlight in your digital collateral can have a strong impact on specific segments of your audience, reeling them in and connecting them with your brand. Engaging customers in both online and offline environments is important for things other than simply building up your brand. If you want to have an impact, then you have to form a connection with the consumer that will turn their attention to your brand. Track Campaigns Both Online and Offline There are several online tools that can help you track the effectiveness of offline campaigns. This is easy to implement while driving your offline audience to your web channels. Some basic approaches include: Campaign-specific hashtags in print materials and displays Event-specific QR codes on products Campaign-specific URLs and coupon codes Lead capture tools in-store or at special events During and after the event, you can use social insight and analytics to measure the impacts of your campaigns. If those efforts include offline lead capture, you should follow-up through online channels to shuffle those offline leads into your funnel. From there, you should be able to nurture them and start creating more

personalized brand experiences that will drive up your conversions. Conclusion Never miss an opportunity to make your life easier by combining your offline and online marketing efforts. This strategy will vary depending on your business model and how you typically interface with customers. Use the above ideas to determine the appropriate fit between offline print, direct engagement, event promotion, and social media. How do you currently tie your offline and online marketing efforts together? What kind of results have you seen? Share your insights with me in the comments below.