

# Breaking Out of Your Silos

Integrated Campaign  
Management Made Simple

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**DirectMail.com**<sup>TM</sup>

Intelligent Marketing Solutions. *Delivered.*

## The Intelligent Marketer

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# Breaking Out of Your Silos

## Integrated Campaign Management Made Simple

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THIS MONTH, *THE INTELLIGENT MARKETER* EXPLORES SOME OF THE ACTIONABLE WAYS THAT YOU CAN MOVE YOUR ORGANIZATION INTO THE NEW ERA OF MULTI-CHANNEL MARKETING. THERE IS NO SILVER BULLET, BUT HAVING A PLAN THAT INCLUDES GETTING PEOPLE IN THE RIGHT ROLES WITH THE PASSION FOR BREAKING DOWN CULTURAL BARRIERS WILL MOVE YOU ALONG MUCH FASTER. IT'S NOT JUST PEOPLE, OR PROCESS IMPROVEMENT OR TECHNOLOGY — IT'S A WILLINGNESS TO ADOPT NEW PROCESSES THAT WILL SET YOU FREE.

### **New challenges, new opportunities**

Developing and managing a direct marketing program has become more complex in recent years thanks to an evolution in direct mail, email, display, and other channels. Big data and multi-channel marketing campaigns now require multidisciplinary expertise and planning. Oftentimes, marketers silo their data, strategies, and personnel, undermining their efforts from the start and, not surprisingly, achieving fewer responses.

At the end of the day, successful marketing requires integrating resources and employing optimal combinations of marketing channels. Only then can you leverage data and technology.

### **Achieving true campaign integration**

Successful companies understand that better data and improved data-management systems make integrated marketing possible, even for mid-market organizations. Digital solutions, including direct mail and email, allow companies of all sizes to take advantage of big data. However, the firms that have transitioned from “good” to “great” realized -- and invested in -- the essentials for success: top talent, world-class processes, and sophisticated technology tools.

In this “age of big data,” the quantity of data available to all marketers is astounding. More important, the quality and types of data available are better than ever before. Today’s winning marketers go way beyond RFM (recency, frequency, and monetary value). Individual-level data can enhance a marketer’s customer file and provide you with the tools you need to reach those individuals in a variety of ways.

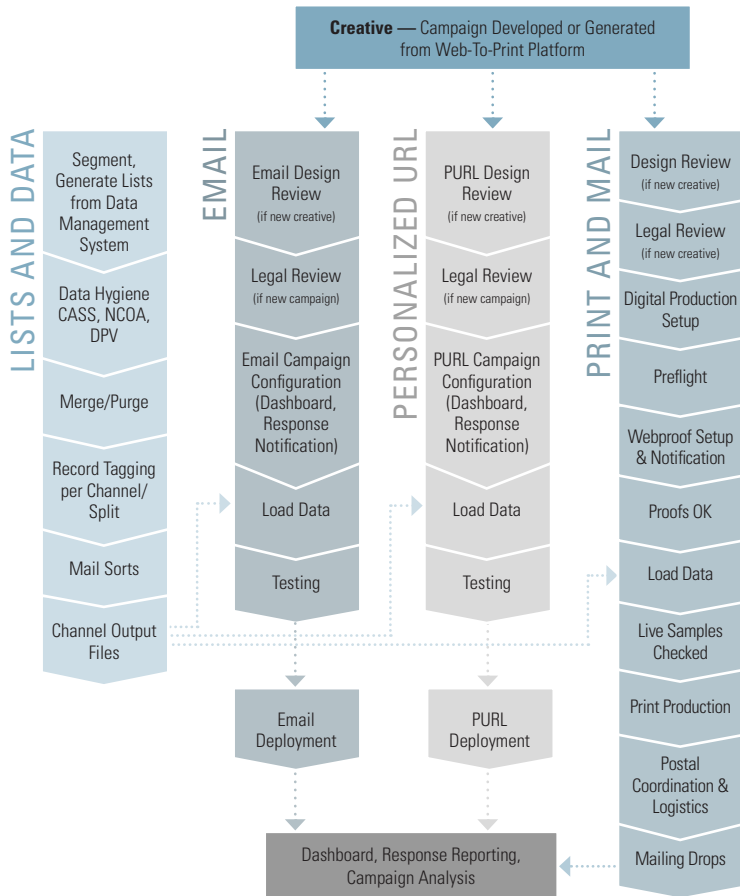
### **Accurate, actionable, and proven data**

Two examples of new kinds of actionable data include:

1. personality personas, to target messaging and images
2. channel-receptivity, to identify proper contact channels.

**New Tool for Multi-Channel Marketers:** This flowchart illustrates how a centralized data solution drives each channel.

## DirectMail.com Campaign Management Process



Full integration requires developing an overall plan that includes all channels and response options. Equally important to integration is including all creative, data, and production team members and making sure they understand how the interrelation and timing of each component fuels the overall scope and objectives of the campaign. Integration is not easy, but having a plan and the right leadership will go a long way in getting your organization to the next level.

While data may drive an integrated campaign, it is the associated analytics competencies that create major, long-lasting benefits for an organization. Analytics comprise more than just a dashboard for reporting – they include skilled marketing scientists and technologies that can drive the business forward.

### Start with a campaign roadmap

The road to successful integration starts with a “data center of excellence” within your organization. Break down those silos of data and channels. In so doing, you will take your direct marketing results to a whole new level.

WHAT WAS YOUR  
*“Aha”*  
 MOMENT?

*“The agency team at DirectMail.com put a comprehensive campaign process in place that helped us truly integrate our direct and email marketing channels. With our new strategy and process, we have been able to align our roles internally and really focus our efforts on the RIGHT contact strategy and sequence of touches we provide our customers. We’re more coordinated and are able to do more with less, maximize our newly combined marketing budgets/resources, and our results are the best they’ve been in 3 years.”*

VP, Integrated Marketing  
 Regional Retail Bank

 **DirectMail.com™**  
 Intelligent Marketing Solutions. *Delivered.*



For over 40 years, DirectMail.com has been working with clients on the most sophisticated multi-channel marketing challenges. We are a company that is passionate about continuous learning and we are excited to share our expertise and best practices with a broader audience and the industry as a whole. Through *Intelligent Marketer*, we hope to provide practical solutions and tools that marketers can leverage to make their jobs easier in the short term and to generate incremental results in the long term.