

# Social Media and Mobile Marketing

## “Strategies for Long-Term Revenue Growth”



July 06, 2011

**Joseph E. Manos**

Executive Vice President





**You should hear us now.**

If you can't:  
Please reference the number and access  
code provided to you via email,  
or call 949-474-4418 x-219 for help.

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# Housekeeping

- Were recording!
- The Live Session is available following today's webinar!
- Ask Questions!

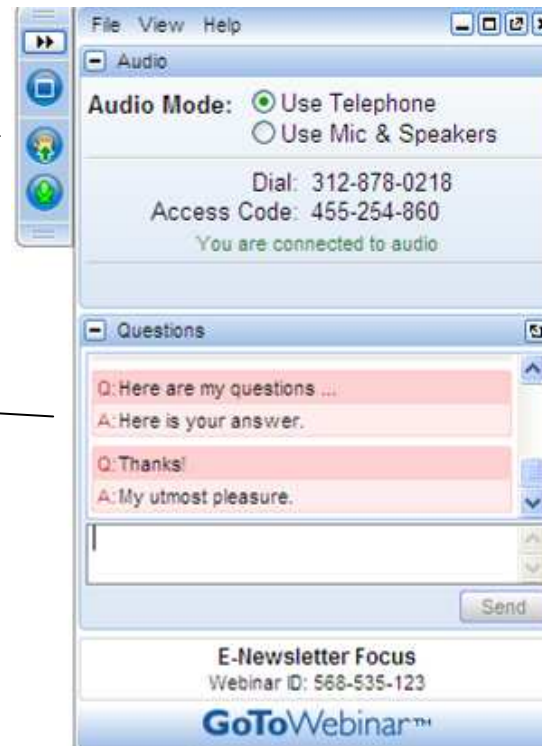


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# How to interact with us

Raise your hand during Q&A if you want to ask a question “on the air”

Submit questions/comments during the session via chat



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# Your MindFireInc Team

**Ramin Zamani**

**Director of Marketing**



**Joe Manos**

**Executive Vice President**



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# Social Media & Mobile Marketing

## 3 key questions:

- Which companies are using social media & mobile marketing? What are they doing?
    - Real-life examples of social and mobile campaigns
  - Is there a market growth opportunity for print and marketing service providers?
    - Market opportunity outlook
  - How can we take advantage of it?
    - Strategies for capitalizing on the opportunity
-

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Real-life use cases

WHICH COMPANIES ARE  
USING SOCIAL AND  
MOBILE MEDIA  
MARKETING?  
WHAT ARE THEY DOING?

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# The Cross Media Journey

- More than just hype
- The New Marketing “Results” Engine
- Traditional marketing is undergoing radical change
- The future: Integrated marketing activities versus the “silo” approach used today





JOHN DEERE



WESTIN



TOYOTA

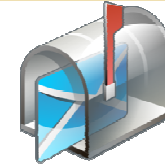


charles SCHWAB

# Today's Cross Media Experience?

- Refers to utilizing a **variety of media** formats
  - Including **Social & Mobile**
- Provides a high level of **interactivity**
- Is inherently **engaging**
- Provides improved **results**

Direct mail



Print:  
Press ad  
Signage  
Catalog  
Collateral



Email



Web:  
Search  
Display ad  
Press release  
Blog post  
Affiliates



Social media



Mobile:  
SMS  
QR codes  
Apps



# Cross Media capabilities include:

- ❑ Personalized Direct Mail (Purl)
- ❑ Personalized E-Mail (Purl)
- ❑ QR Codes
- ❑ **Social Media**
- ❑ **Mobile Marketing**
- ❑ SMS
- ❑ Intelligent Mail Bar Code
- ❑ All Mass Media with Gurl and Curl
- ❑ Thank you email for responders
- ❑ Real time lead to sales team by territory

Direct mail



Print:  
Press ad  
Signage  
Catalog  
Collateral



Email



Web:  
Search  
Display ad  
Press release  
Blog post  
Affiliates



Social media



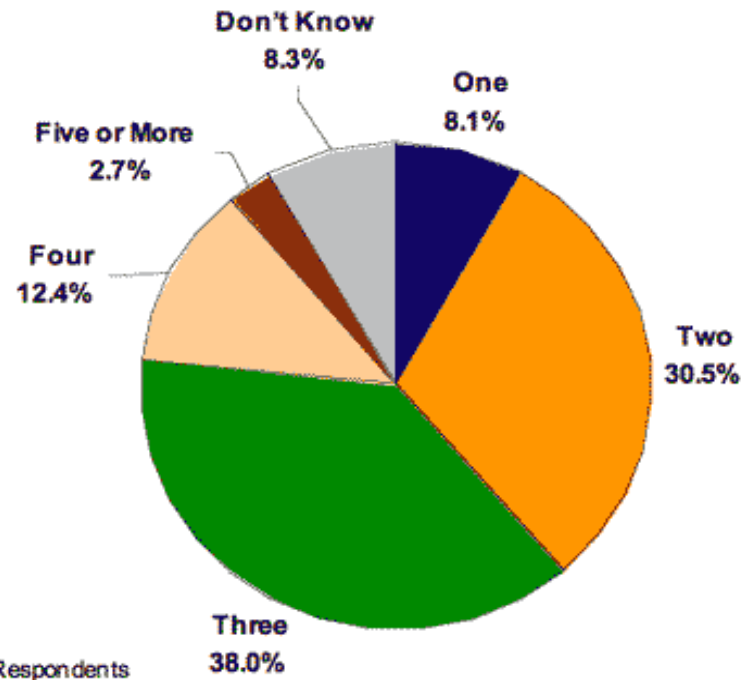
Mobile:  
SMS  
QR codes  
Apps





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# Best of breed results



N = 518 Marketing Respondents

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# Today: More relevant channels



- Consumers available on an average of 7.2 channels, including:
    - Landline phone
    - Mobile phone (or two if counting voice and text!)
    - Skype
    - Facebook
    - Twitter
    - Personal & business e-mail
    - Membership in online forums
    - A home address for traditional mail
  
  - Need to be combined with mass media like:
    - Catalogs
    - Magazines
    - Signage
    - Events
    - Traditional broadcast media
-

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# You must optimize the touches

- 91% unsubscribed from opt-in e-mails
- 77% more cautious providing their e-mail (versus last year)
  
- 81% “unliked” or removed a brand’s posts
- 71% more selective “liking” a company (versus last year)
  
- 41% have “unfollowed” a company



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# Leading to “NEW” use cases

- Let’s review some new media use cases
- The KEY – it’s more than technology
- Strategy & Tactics designed to achieve the Marketing Objective



# THE QR INVASION

(PHYSICAL AND DIGITAL WORLDS COLLIDE)

## QR CODE

[KYOO-AHR KOHD] -NOUN

(QUICK RESPONSE CODE) A 2D MATRIX BAR CODE CAPABLE OF STORING UP TO 4,296 ALPHANUMERIC OR 7,089 NUMERIC CHARACTERS.

1994

DENSO  
WAVE

CREATES

QR CODES

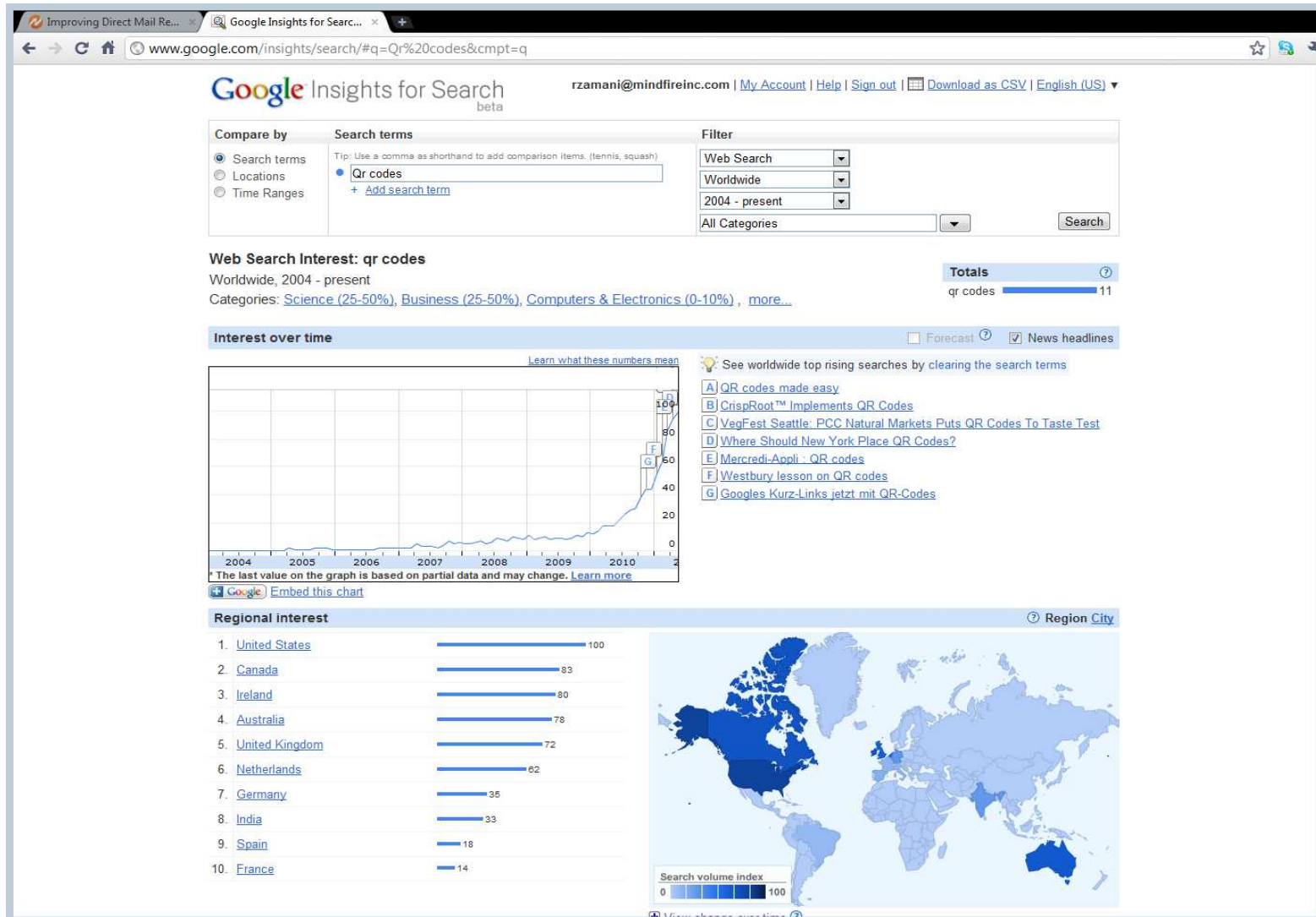


It all began  
in Japan

Denso Wave Inc. created  
QR (quick response) codes  
for tracking vehicle parts.  
This was the start of the  
QR invasion in Japan.

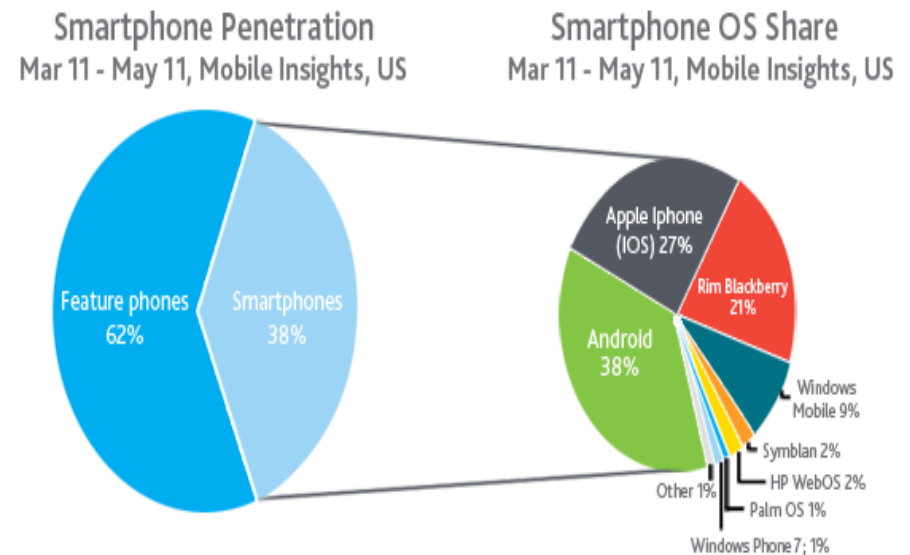


# QR codes gaining more popularity in the US.



# Smartphones are taking over the U.S., says Nielsen research

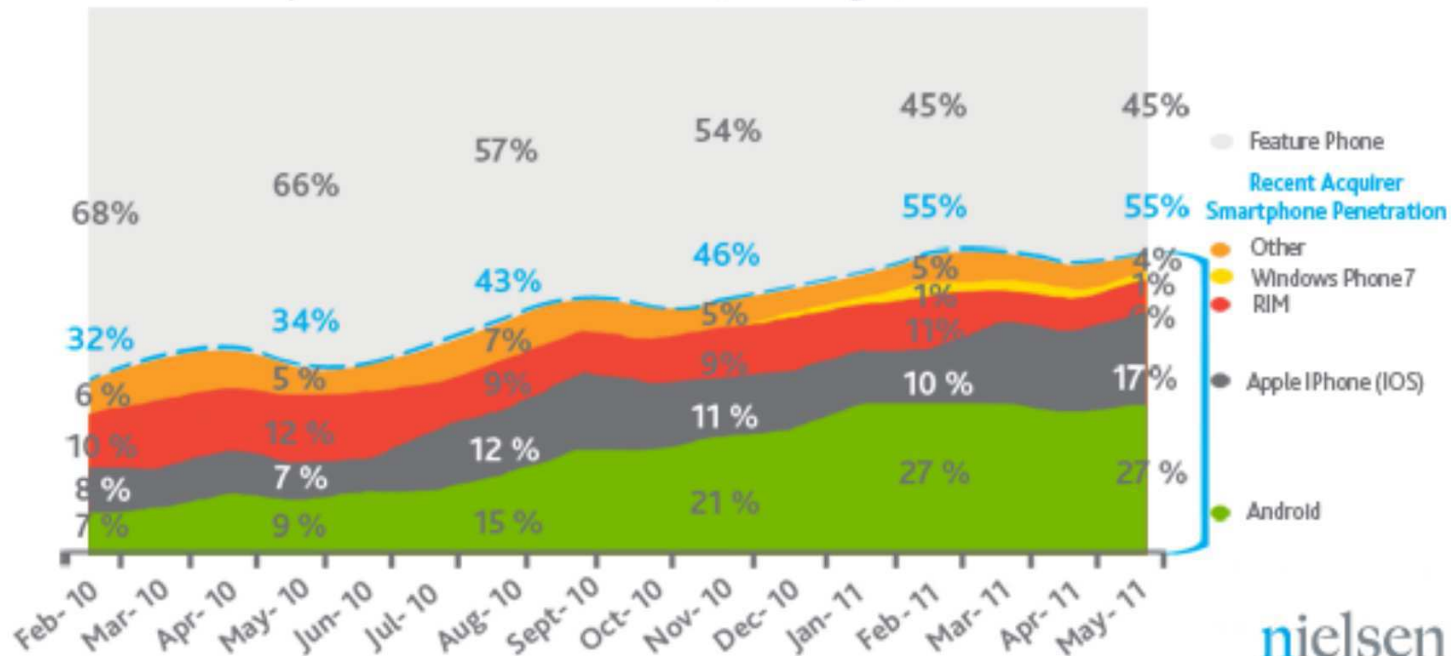
- If your last cellphone purchase wasn't a smartphone and you're living stateside, consider yourself in the minority
- So says the most recent data from Nielsen, which claims 55 percent of U.S. mobile phone purchases over the last three months were smartphones. That's up 34 percent from last year!



## Android share of recent acquirers flattened in 2011; Apple is now driving Smartphone growth

### Recent Acquirer Device OS Share

Acquired a new device in the last 3 months, Mobile Insights, National



# Bundle Up and SAVE

Quality California wines for your holiday parties, gifts, & enjoyment.

QR codes

Text messaging

## MOBILE MARKETING



**Hosting a party?** Scan this code with your mobile device or text **HOST** to 30333 for suggestions on the number of bottles and type of wine to serve as well as perfect wine and food pairings. To download a 2D barcode reader on your mobile device text **2DCODE** to 30333.



# The next generation of marketing

- The SmartCode
- A “new” experience and value for each label or package
- A powerful marketing tool for brand managers
- Drive outcomes
- Complete tracking and measurement



# QR Code to “offer” in one click



- Once it is in your cell phone, it may give you details about that **business** (allowing users to search for nearby locations)
- show you a **URL** which you can click to view a product
- present a **coupon** which can be used in a local outlet

# In store promotion

- A QR code on a café in Seattle, WA links to Google Places and reviews on Yelp and around the web
- Provide your customers with new options to connect on multiple levels





# Retail: Macy's Backstage Pass

The screenshot shows the Macy's website homepage. At the top left is the Macy's logo with the tagline "the magic of macy's". To its right is a red "EXTRA OFF" badge with the text "EXTRA 15% OR 10% OFF SITEWIDE! promo code: EASTER details". On the top right, there are social media icons for Facebook and Twitter, and a shopping bag icon with "(0)" next to it. Below the logo and badge is a navigation bar with categories: "for the home", "bed & bath", "women", "men", "juniors", "kids", "beauty & fragrance", "shoes", "handbags & accessories", "jewelry & watches", and "sale". Below the navigation bar is a search bar with the text "SEARCH Keyword, Web ID" and a "GO" button. To the right of the search bar are links for "the giftguide", "STORES", "DEALS & PROMOTIONS", "GIFT CARDS", and "WEDDING REGISTRY". The main content area features a large blue banner with the text "find your magic" and "MACY'S BACKSTAGE PASS". The banner includes a photo of a smiling man and woman, a red star-shaped QR code, and a video player. Below the video player are social sharing buttons for "Share This", "Comment", and "Like" (with a count of 27). Below the banner is a section titled "EXPERT TIPS & ADVICE" with the text "watch our exclusive videos". This section contains three video thumbnails with "more videos" links on either side.

the magic of macy's

**EXTRA OFF** EXTRA 15% OR 10% OFF SITEWIDE!  
promo code: EASTER details

shopping bag (0)

sign in | my account | customer service

for the home bed & bath women men juniors kids beauty & fragrance shoes handbags & accessories jewelry & watches sale

SEARCH Keyword, Web ID GO

the giftguide STORES DEALS & PROMOTIONS GIFT CARDS WEDDING REGISTRY

find your magic

MACY'S BACKSTAGE PASS

Macy's Backstage Pass is your go-to destination for exclusive fashion advice, beauty secrets, insider tips and more. Click the video to see how it works!

Share This Comment Like 27

**EXPERT TIPS & ADVICE**  
watch our exclusive videos

more videos

more videos

# More retail examples: Best Buy, Home Depot





**More saving. More doing.**

**3 KITCHEN UPDATES FOR ANY BUDGET**

Get started today — call 1-800-HOMEDEPOT, visit the store or find inspirations and calculators @ [homedepot.com/getstarted](http://homedepot.com/getstarted)

**1 REMODEL WITH SPECIAL ORDER CABINETS & COUNTERS**  
Get an entirely new kitchen with the help of our design experts and licensed installers.†

**\$133 PER LINEAR FOOT FOR A 10' X 10' KITCHEN\*\* \$2658 SHOWN: MARTHA STEWART LIVING™ MAIDSTONE SHOWN IN PURESTYLE FORTUNE COOKIE**





**MARTHA STEWART LIVING™ corian**

**STARTING AT \$46 PER SQ. FT. DELIVERED & INSTALLED EXCLUSIVE MARTHA STEWART LIVING™ COUNTERTOPS BY CORIAN®**

- Designed to work with all the other products in the Martha Stewart Living line
- By integrating cabinets, hardware and paint colors, you can create a style of your own

**SCAN THE CODE FOR MORE MARTHA**



Use your mobile phone to get exclusive tips from Martha, request more information or schedule an appointment.

If you don't already have a code reader, visit [homedepot.com/scan](http://homedepot.com/scan) or text HDScan to 43588 to download a free app.

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## Billboards: Calvin Klein's "uncensored" campaign



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# Mobile apps, quick response codes sell homes

- It's second nature for many consumers to research any big-ticket purchase online before they pony up their hard-earned money. So why should buying a house be any different?

Well, it's not.

Some brokers are using quick response codes — or QR codes on their "For Sale" signs and flyers!

By David Pitt, Associated Press



[http://www.youtube.com/watch?v=0RUOW4bjB\\_o](http://www.youtube.com/watch?v=0RUOW4bjB_o)

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## Events: Tissot models wearing QR code shirts at MotoGP Race



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# See how QR Code helps Lotus win in Korea Market

- Homeplus Subway Virtual Store
- Busy Korean's searching for more free time!
- [http://www.youtube.com/watch?v=oPM4Ui6Sjfk&feature=player\\_embedded](http://www.youtube.com/watch?v=oPM4Ui6Sjfk&feature=player_embedded)



# SmartCode enabled Label and Packaging

QR Code is created and added to label or package

Join J's healthy living club for ideas, inspiration and special offers.



Scan this code using your Smartphone

**SMITH & VANDIVER**

**J<sup>e</sup> BEAUTY**

**TANGERINE TWIST**

*Body Lotion*

22 FL. OZ./633 ML

**Ingredients:** Water/Aqua, Aloe Barbadosis Leaf Juice, Cocos Nucifera (Coconut) Oil, Stearic Acid, Glycerin, Prunus Armeniaca (Apricot) Kernel Oil, Sodium PCA, Cetyl Alcohol, Glyceryl Stearate, PEG-100 Stearate, Phenoxyethanol, Ethylhexylglycerin, Triethanolamine, Allantoin, Tocopheryl Acetate, PEG-10 Soya Sterol, Dimethicone, Fragrance/Parfum

**ILS** 888.860.2457  
ilsclub.com

Digitally printed on an HP Indigo press on white BOPP with a matte laminate.

The landing page is designed to load quickly and to fit nicely in a Smartphone screen.



Clear call to action with strong offer encourages the visitor to take sign up.

Form fields are kept to minimum to make it easy for visitor to sign up.

Capturing visitor's cell # will allow future SMS communications.

Welcome to J's Healthy Living Club. Sign up today to begin receiving ideas and inspiration to live your best life. Find tips on caring for your skin, to exercise and activity guides to meal suggestions and much more.

First Name

Last Name

Email Address

Cell Phone

(###-###-####)

(You will receive SMS promotional offers in the future)

[Continue](#)

Thank you page confirms the registration and builds foundation for a relationship.



Thank you for signing up for J's Beauty. You will now begin receiving valuable information as well as special offers via email.

Please [download your coupon here](#).

The coupon can be in PDF format if there's a need for printed copy, or can be a barcode placed on an HTML page that can be scanned directly from the cell phone.



# Loyalty Programs

- Special offers
- Online registration
- Market intelligence
- Online purchases
- Time sensitive programs



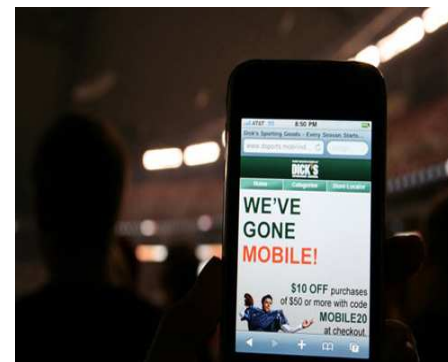
## SmartCode opportunities:

- ✓ Turn faceless visitors in to identifiable profiles
- ✓ Provide coupons on demand to drive traffic
- ✓ Capture marketing intelligence
- ✓ Provide special offers or high-value downloadable content
- ✓ Track & measure media effectiveness for ROI



# Leading to another level of interaction!

- Create another level of customer experience...
  - ❑ Drive real-time customer actions
  - ❑ It's a "Game Changer" Application
  - ❑ Can be leveraged on multiple levels
  - ❑ Change your offer coupon or call to action – monthly
  - ❑ **1200% increase in QR Code utilization last year**
  - ❑ **60% increase in online downloaded coupons YoY**



Other use cases (not for marketing):

iShuttle's location based mobile communication SMS and QR code

**OPERATING HOURS**  
**WEEKDAY:** AM - 5:33a to 8:25a  
PM - 1:35p to 6:50p  
**WEEKEND:** NO SERVICE

**SERVICE HOLIDAYS**  
- New Year's Day - Labor Day  
- Memorial Day - Thanksgiving Day  
- Independence Day - Christmas Day

**FOR REAL-TIME BUS ARRIVAL INFO:**  
**TEXT 9001 to 949.981.0833**

The iShuttle does not charge for the text message service.  
Your wireless carrier may charge for incoming or outgoing text messages.

9001

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# New York City Building Permits



**NYC** Buildings 

**Work Permit** Department of Buildings

Permit Number: 104921514-01-RQ-01      Issued: 03/22/2010      Expires: 03/22/2011

Address: MANHATTAN    25 BROAD STREET      Issued to: FAMS ANNA  
Business: PERIMETER BRIDGE & SCAFFOLD  
Contractor No: 00-9285

Description of Work:  
ALTERATION TYPE 3 - CONSTRUCTION EQUIPMENT - SIDEWALK-ARMED TRIPBALL HEAVY DUTY SIDEWALK BARS A  
TOTAL OF 358 L.F. AT 25 BROAD STREET. DURING RESIDENTIAL REPAIRS, WORK SHALL COMPLY WITH LL 32/01.  
NO CHANGE IN USE, EGRESS OR OCCUPANCY.

Review is requested under Building Code: 2408  
Electrical Application Number for Sted Lighting: M272682  
To see a Zoning Diagram (ZD) or to challenge zoning approval filed as part of a new Building application or Alteration application filed after  
11/30/2009, please use "My Community" on the Buildings Department web site at [www.nyc.gov/buildings](http://www.nyc.gov/buildings).

A new plan unveiled by New York City Mayor Michael Bloomberg will put QR codes on all NYC building permits by 2013.

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# Getting more creative: Talking resume

## QR Code Resume Makes Your Embossed Paper Look Lamé

23 days ago by Brenna Ehrlich  
69

Like Send 3,454 people like this.

Ads by Google

[Free Resume Templates](#) - America's Top Resume Templates. Build a Perfect Resume. Free!

[LiveCareer.com/Resume+Templates](http://LiveCareer.com/Resume+Templates)



Prepare to feel really inadequate about your chosen resume font. This dude has fashioned a custom QR code resume that is sure to break up the monotony of any HR person's day.

Made by Victor Petit — who was looking for an [internship](#) but recently scored one — this resume is reminiscent of band Cassius's video and accompanying app [[iTunes link](#)] for "I Love You So." It features a QR code in the middle of a picture of a face (on the back of a printed resume) that unlocks a video of the missing mouth on your phone.

Made by Victor Petit who was looking for an internship but recently scored one.

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## Getting more creative: QRapping Paper



QRAPPING PAPER, a wrapping paper printed with QR codes that can be scanned with a code reader to pull up 50 different — but equally ridiculous — holiday-themed YouTube videos.

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# SMS (text messaging) marketing

- Text for Info
- Polls
- Voting
- Surveys
- Coupons
- Sweepstakes
- Reminder messages



- The success of mobile campaigns, such as voting on American Idol or receiving mobile coupons, has revealed that consumers are willing to participate in timely relevant campaigns
- Harris Interactive poll showed 56% of teens stated they would be interested in viewing ads with incentives
- Over one-third (37 %) of adults noted that they would be receptive to such advertising



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# Mobile COKE Code

**It's easy to boost  
your balance.**

Just buy and enjoy your favorite drinks,  
then collect the codes and enter them.  
They're on lots of different packages  
and sizes, so it's easier than ever.



- 
- Short code campaigns are rapidly growing in popularity because of their inherent simplicity
  - Nearly all mobile phones (over 96%: CTIA 2009) are capable of receiving SMS
  - SMS-based campaigns achieve over a 90 percent opt-in rate, compared to **22.1 percent for email**
  - The average SMS response rate typically ranges between 15 to 30 percent



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# SOCIAL MEDIA

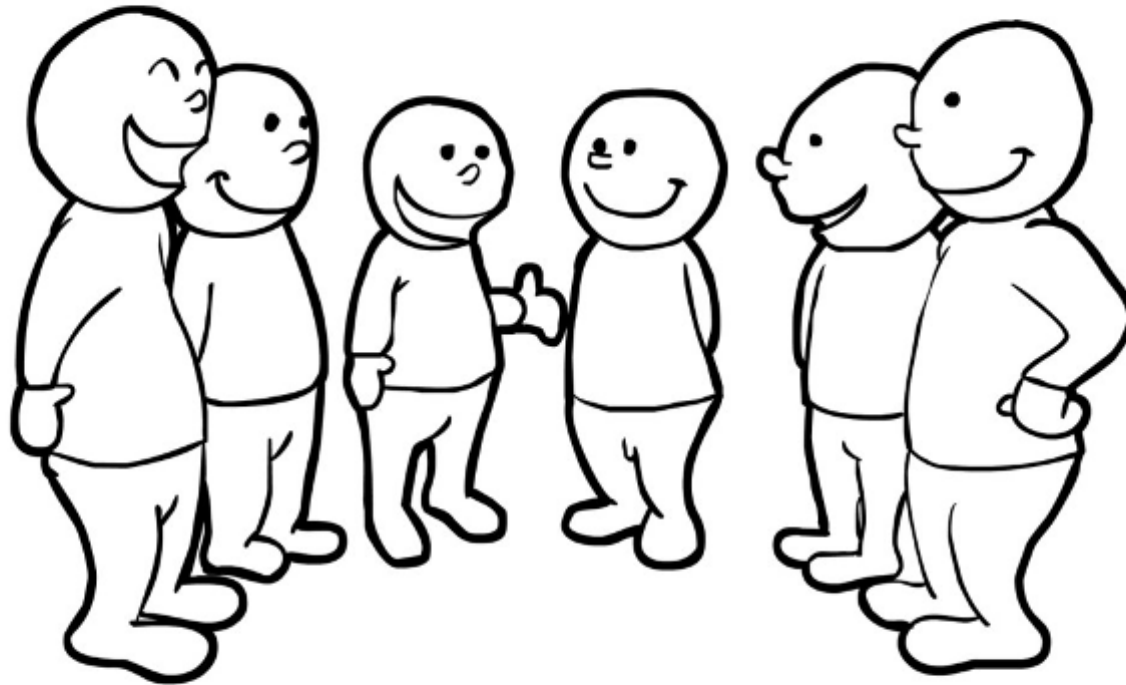
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- 
- “Social media is the use of web - based and mobile technologies to turn communication into interactive dialogue.”
  - “A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value. “



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**Just a fancy way to describe  
the bazillion conversations  
occurring online.**



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# Demystifying Social Media

- Marketers are constantly evaluating which digital communication channel will best meet their needs
- Today they are faced with a rich array of choices including the latest in social and mobile marketing
- These channels help marketers disseminate information to large audiences rapidly and cost-effectively



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# Social Media Marketing



- Social media marketing includes participation on social networking websites such as:
    - Facebook, LinkedIn, MySpace,
    - video and photo sharing websites including YouTube and Flickr
    - blogging, microblogging (Twitter), podcasts, forums, product reviews (Amazon) and social bookmarking websites
-

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# A Changing World...

- The marketing landscape is rapidly changing
- New media are creating new opportunities
- Let's take a look at the current trends...



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Which of the following social networking sites are you using for your business?

Please answer the poll (Select all that applies)



## Renault connects with Facebook fans at the Netherlands 2011 Auto Show



# Starbucks SRCH game



## SRCH

Like 1K

Welcome. Flip over an image and follow the clues to see where they take you. Find the SRCH card at the end of each trail to win. It won't always be easy. Perhaps friends can help. Login and register to start. Good luck.



Welcome Ramin  
[Sign Out](#)

[Learn more about SRCH](#)

## Clue



0:03 / 0:15

Prize:  
\$10 Starbucks eGift  
0 Remaining

## Clue



Clue revealed on 5-23-11 10 AM PDT

Prize:  
Be one of the first 200 people to find the SRCH card in this round and it'll be music to your ears.



5-25-11



5-27-11



5-30-11

# Using LinkedIn, HP creates 2000 product recommendations



## Challenge

- Engage commercial clients on LinkedIn
- Encourage business professionals to recommend HP products and services to their peers
- Quickly build a critical mass of recommendations

## Solution

- Establish LinkedIn Company Page to engage professionals in a business context
- Activate LinkedIn recommendation capability, inviting visitors to endorse HP products and services
- Use LinkedIn Recommendation Ads to accelerate results

## Results

- 2,000 product recommendations in two weeks
- 20,000 new followers on HP Company Page
- 500,000 viral updates about HP products and services

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# Brands using Social Media

- Sara Lee recently ran a social coupon campaign that resulted in **81%** coupon redemption
- The campaign generated **65,000** website visitors in 30 days
- It is another example of brands testing out traditional direct marketing tactics in the realm of social media



- In January, the brand presented consumers with a **\$1 off** coupon for Jimmy Dean D-lights breakfast sandwiches
- They were encouraged to share the offer with three or more friends in order to receive a coupon for an additional **\$1.50 off**.
- According to SocialTwist, more than **64%** of visitors made the referrals and received the \$2.50 off coupon, with the referral chain extending to up to five referrals per initial referral
- SocialTwist founder Vijay Pullur said that his company has seen similar results with its other clients such as ConAgra Foods' Hunt's tomato products, which saw a **55%** redemption rate





Sara Lee had the potency of social referrals in mind when developing the campaign.

“At Sara Lee, we know that direct friend-to-friend referrals are highly credible because consumers know their friends personally, know their likes and dislikes, and naturally target the shared messages better than any demographics or psychographics,” said Michael McDowell, manager of shopper marketing at Sara Lee.

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# New Trends...

- This type of campaign may showcase the future of traditional print coupon programs
  - According to Coupons.com Inc.'s Digital Coupons Trends Report for 2010, savings from coupons distributed via newspapers in 2010 grew only 7% from 2009, meanwhile savings from digital coupons increased at **nearly six times that rate!**
  - “People aren't buying the Sunday paper; people aren't going to their mailbox
  - “So coupons distributed socially online is a great way to reach people where they're reading because they're reading their email and Facebook or Twitter streams.”
-

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## Social/Mobile Mail:

# Direct Mail integrated with Social Media and Mobile

Now let's see how a typical University (we call it Facebook University in this example) can leverage technology to integrate direct mail with Facebook.

In this campaign, the University sends a postcard with a PURL (and a QR code) to a prospective student, named Collene.

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# Collene receives a direct mail piece with a PURL (and a QR Code)



# When Collene visits her PURL (or scans the personalized QR Code):



# The app asks for permission to access Collene's account

Different permission levels can be asked...



# Collene logs in (and allows access to her account)



PURL Portfolio's

# facebook

## UNIVERSITY

Welcome, Collene

 Connect with Facebook

This demo will ask you to approve a number of "Permissions" at login.  
Nothing will be posted to or by your account without your consent.

**This PURL Portfolio Facebook Integration will demonstrate how your PURL campaign can leverage social media to increase your marketing reach.**

[www.PURLPortfolio.com](http://www.PURLPortfolio.com) · [Cross-media Marketing](#) · [Credit Card Processing](#) · [Social Media](#) · [Featured Gallery](#)

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Now, with the power of social media,  
2 very important things happen:

- First, the University “knows” a lot about Collene (her demographics, her interests, her friends, etc.), and can use this info build a relationship with a personalized message.
  - Second, all Collene’s friends will “see” her status and may want to learn more about the University’s offer.
-

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# University learns a lot about Collene

## User's Facebook Information

The following data has been pulled from your Facebook profile.

Name [Collene Toavs](#)

Gender [female](#)

Age [29](#)

Relationship

Birthday [April 28, 1982](#)

Location [Huntington Beach, California](#)

Website

About Me ["Smile. Inhale. Close your eyes. Exhale and feel the love around you!"](#)

Friends [95](#)

Interests

Activities

Movies [Official Rio the Movie](#), [Rio RealD 3D](#)

Music [The Sacred Spiders](#)

TV [The Guild](#)

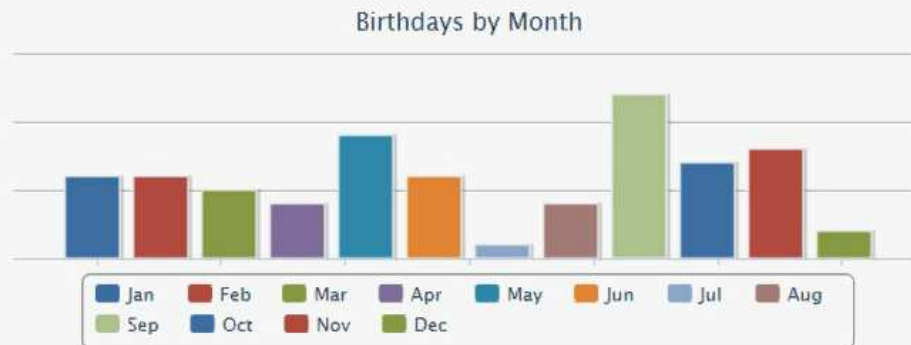
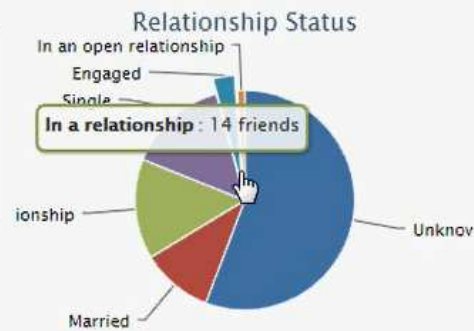
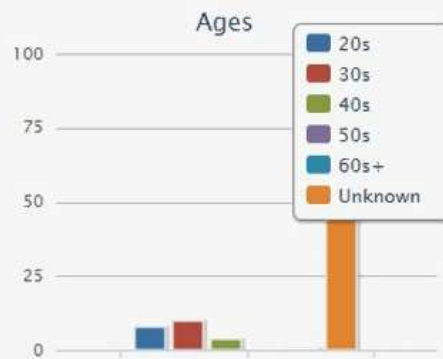
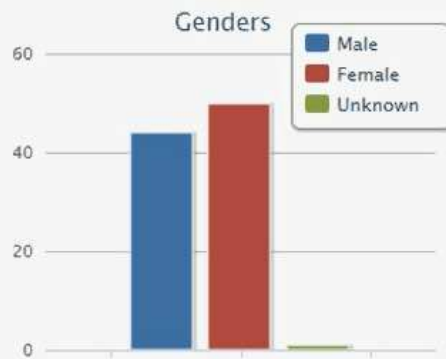
Books



# ... and her friends

## Friends' Facebook Information

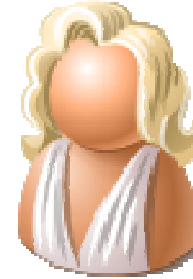
Below is a subset of data about your friends. You can group prospects' friends based on demographics to precisely target potential new prospects. For example, a sports bar offers "twenty-something males with a birthday next month" a free order of hot wings. (Note: We limited this query to 200 of your friends selected at random.)



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## So now the University can “personalize” the offer based on the interests:

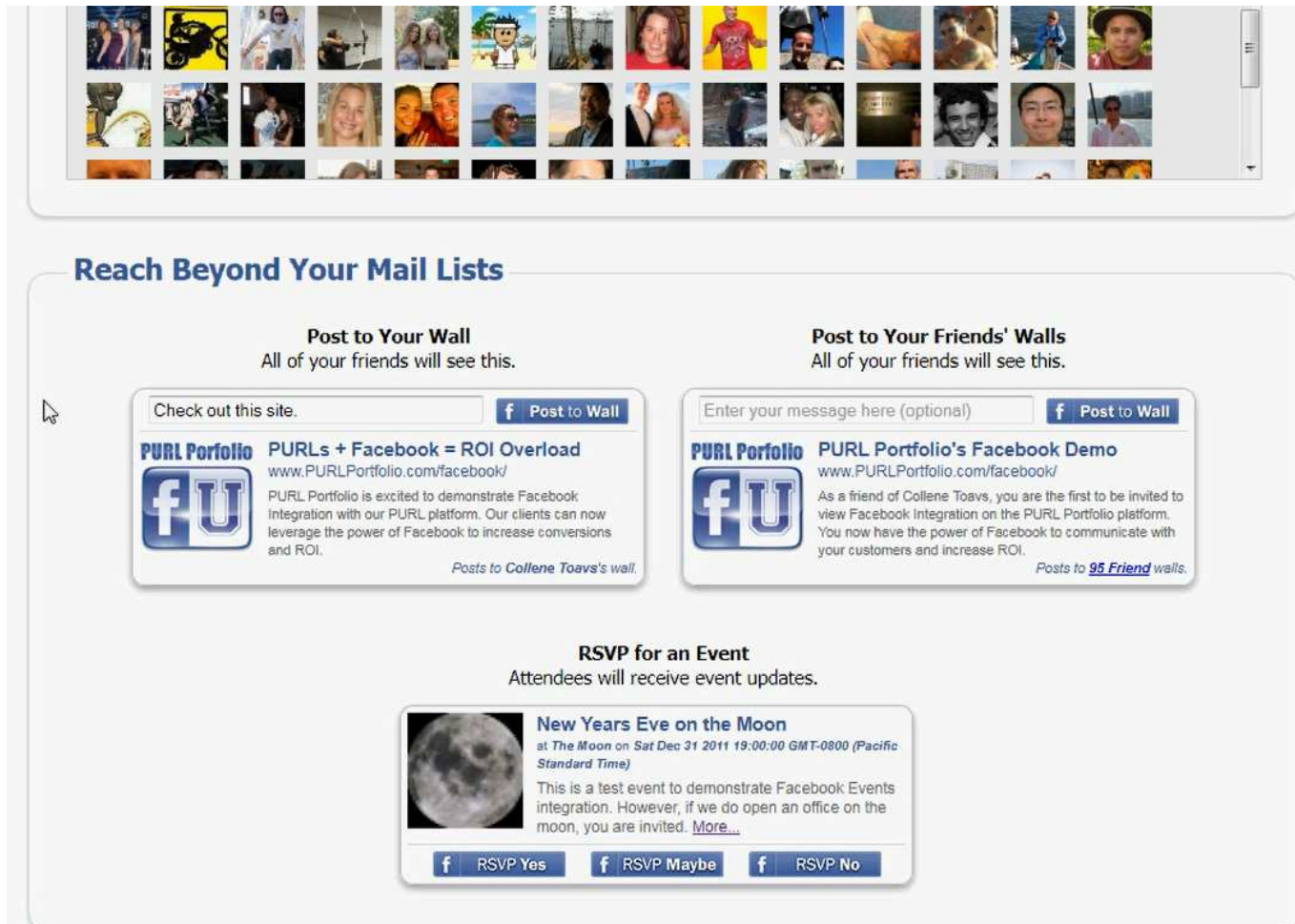
- Collene happens to be interested in movies, so instead of offering a \$20 Macy’s gift card, the university can offer her two movie tickets for completing the survey.



- For John Nerdman, another prospective student who loves books, the university offers a \$20 Amazon gift card as the incentive!



Collene can post a message on her wall (or even directly on all her friends' walls,) asking them to check out the University's cool offer!



**Reach Beyond Your Mail Lists**

**Post to Your Wall**  
All of your friends will see this.

Check out this site. [f Post to Wall](#)


**PURL Portfolio** **PURLs + Facebook = ROI Overload**  
[www.PURLPortfolio.com/facebook/](http://www.PURLPortfolio.com/facebook/)  
PURL Portfolio is excited to demonstrate Facebook Integration with our PURL platform. Our clients can now leverage the power of Facebook to increase conversions and ROI.  
*Posts to Collene Toavs's wall.*

**Post to Your Friends' Walls**  
All of your friends will see this.

Enter your message here (optional) [f Post to Wall](#)

**PURL Portfolio** **PURL Portfolio's Facebook Demo**  
[www.PURLPortfolio.com/facebook/](http://www.PURLPortfolio.com/facebook/)  
As a friend of Collene Toavs, you are the first to be invited to view Facebook Integration on the PURL Portfolio platform. You now have the power of Facebook to communicate with your customers and increase ROI.  
*Posts to 95 Friend walls.*

**RSVP for an Event**  
Attendees will receive event updates.

 **New Years Eve on the Moon**  
at The Moon on Sat Dec 31 2011 19:00:00 GMT-0800 (Pacific Standard Time)  
This is a test event to demonstrate Facebook Events integration. However, if we do open an office on the moon, you are invited. [More...](#)

[f RSVP Yes](#) [f RSVP Maybe](#) [f RSVP No](#)

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# Another example

- A major retailer...



# Example: Retailer



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# Example: Retailer

- Objectives:
  - Increase store traffic & offer redemption
  - Grow customer/contact base



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# Tactics

1. Create direct mail w/personalized URL, driving respondents to landing page.
  2. On the landing page:
    - Respondents complete a short survey to receive an offer via email
    - The offer must be taken to a store for redemption
    - Respondents can also **share the offer with their friends**
  3. Respondents who share the offer with friends are automatically entered into a sweepstakes (free stuff for a year, iPad 2, etc.)
  4. Friends who respond virally start a step 2, and the process repeats.
-

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# Metrics to Measure

- Visit & Response Rate to Direct Mail
  - Social Media:
    - Facebook: Measure how many people each share brings (e.g., 1 share brings 5 additional people)
    - Twitter: Measure how many people each tweet brings (e.g., 1 tweet brings 10 additional people)
    - Determine which social media site drives quality results (consider placing ads on the network)
    - Determine which individuals are biggest “influencers”
  - Measure in-store redemption, by channel
  - Measure increase in contact/database size
-

# Quantify marketing results

- When asked how they tracked and measured ROMI:

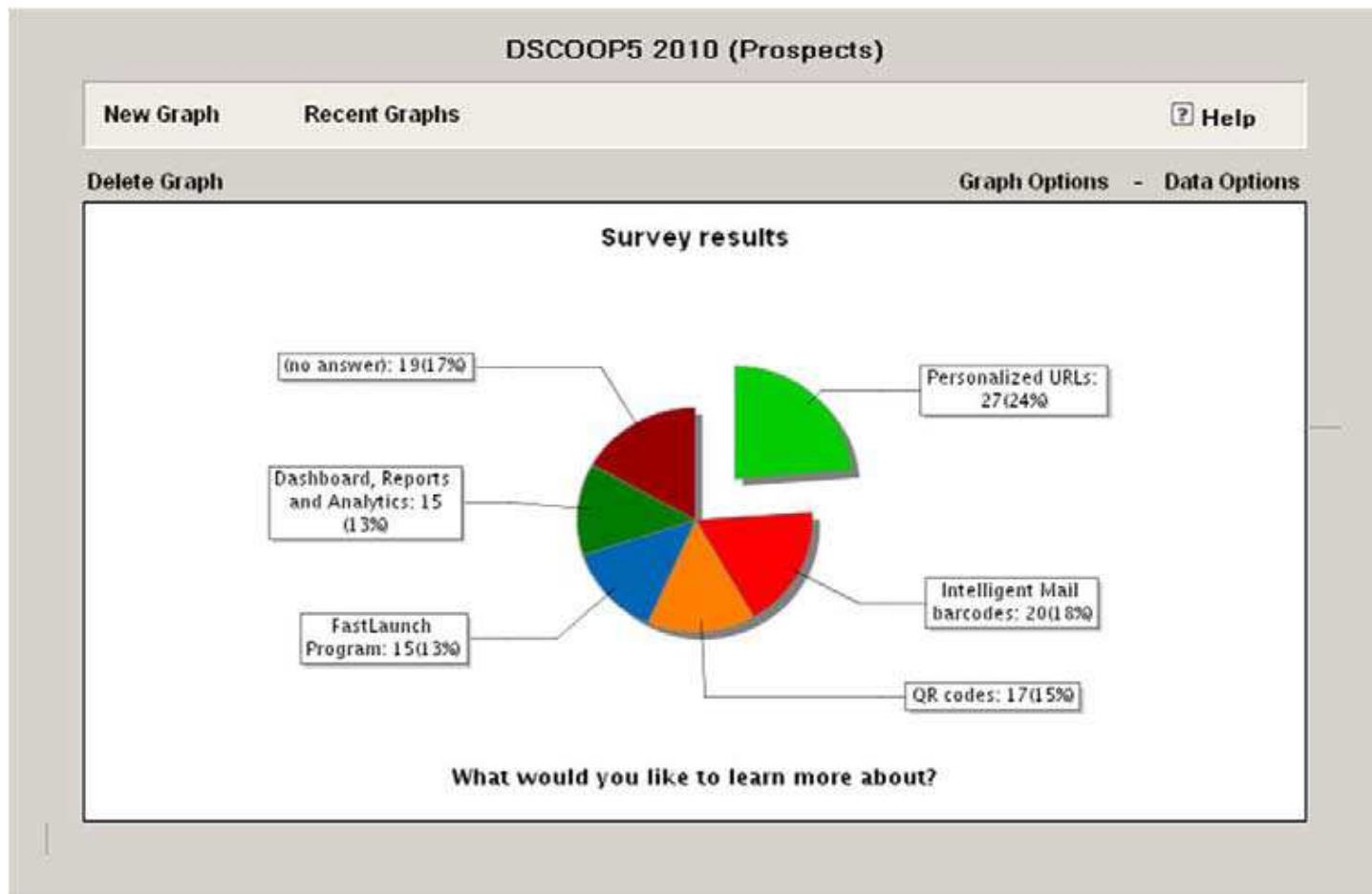
- nearly **20 percent** of marketers said they did not
- **34 percent** said they were planning to introduce a formal ROI tracking system.

- Typical measures included

- Revenue
- Profits
- Market share
- Volume, caliber and conversion of leads
- direct response metrics



# Track & Measure all results



# More results...

**Campaign Results**

04-28-2010 14:29:54

Show from:  to:

**Summary Statistics:**

Date	List	Sent	Delivered	Visits	Response	Type
02-24-2010 12:51	Registered attendees prospects	302	--	72 (23.84%)	39 (12.91%)	Direct Mail
03-19-2010 12:23	Friends	13	--	10 (76.92%)	6 (46.15%)	API
02-24-2010 12:51	International Prospects	218	--	27 (12.39%)	7 (3.21%)	Email
02-18-2010 17:41	Seeds	2	--	0 (0.00%)	0 (0.00%)	Direct Mail
--	<b>Guests</b>	--	--	<b>14</b>	<b>1</b>	--
<b>TOTAL (does not include Guests)</b>		<b>535</b>	--	<b>109 (20.37%)</b>	<b>52 (9.72%)</b>	

**Visits** - respondents who came to your landing page  
**Response** - respondents who submitted the survey

**Survey Statistics:**

What would you like to learn more about? [question3]

Personalized URLs	27 (50.94%)
Intelligent Mail barcodes	20 (37.74%)
QR codes	17 (32.08%)
FastLaunch Program	15 (28.30%)
Dashboard, Reports and Analytics	15 (28.30%)

I'd like to schedule an online demo and learn more about MindFireInc products and services. [question4]

Yes	6 (11.32%)
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I'd like to subscribe to MindFireInc's monthly eNewsletter. [question5]

Yes	12 (22.64%)
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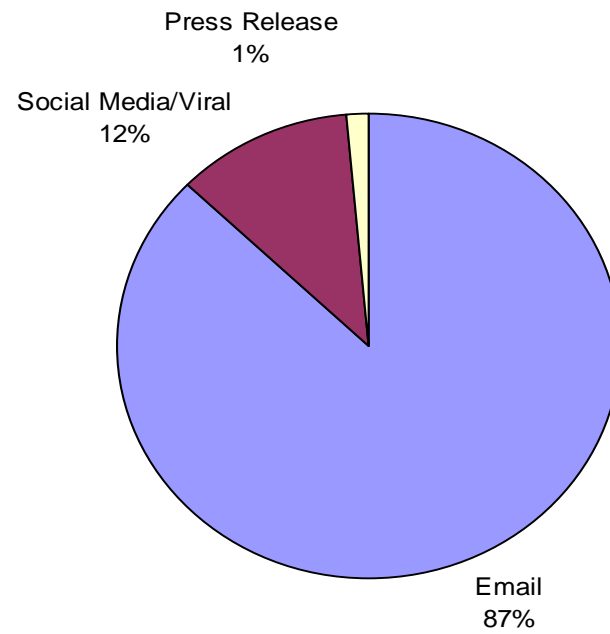
I'd like to meet with MindFireInc team at DSCOOP5. [question6]

Yes	13 (24.53%)
-----	-------------

Internet | Protected Mode: On 100%

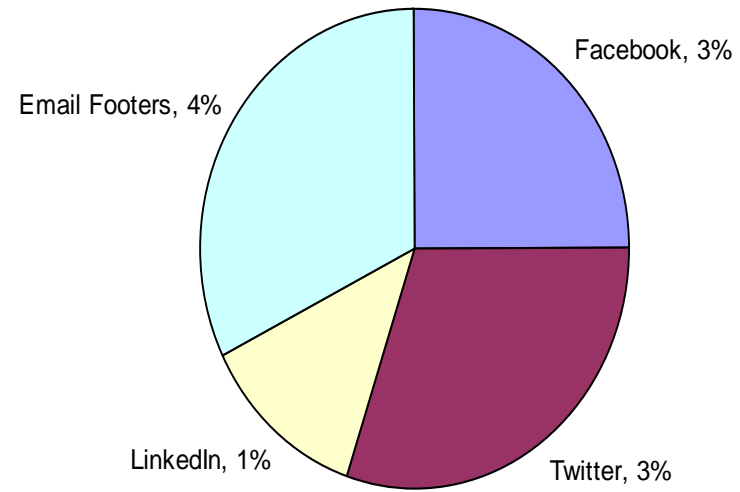
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### Response by Media Type



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### Social Media/Viral Detail



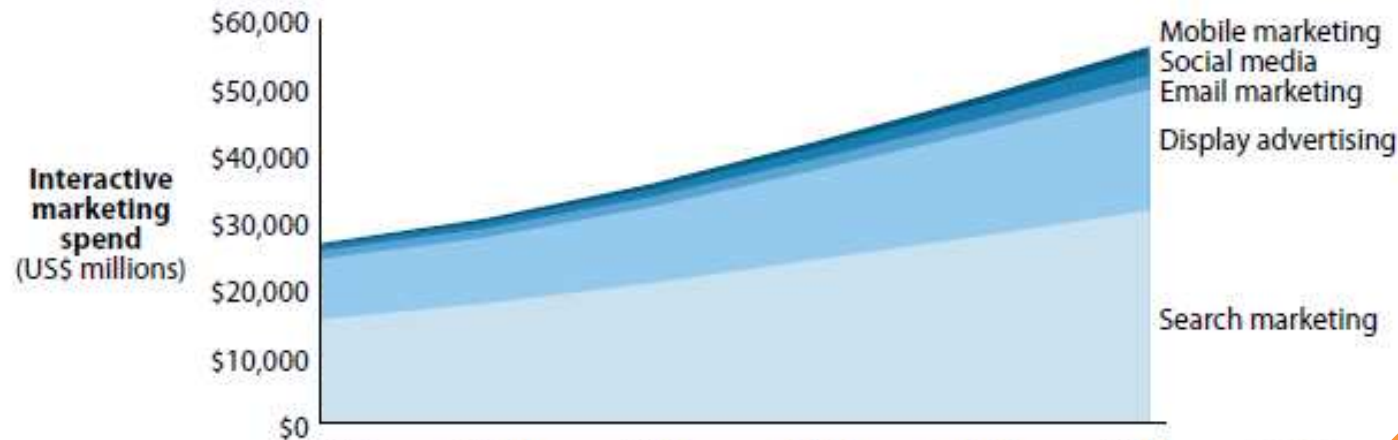
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Market opportunity outlook

IS THIS AN ATTRACTIVE  
MARKET FOR PRINT AND  
MARKETING SERVICE  
PROVIDERS?

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# Interactive marketing spend



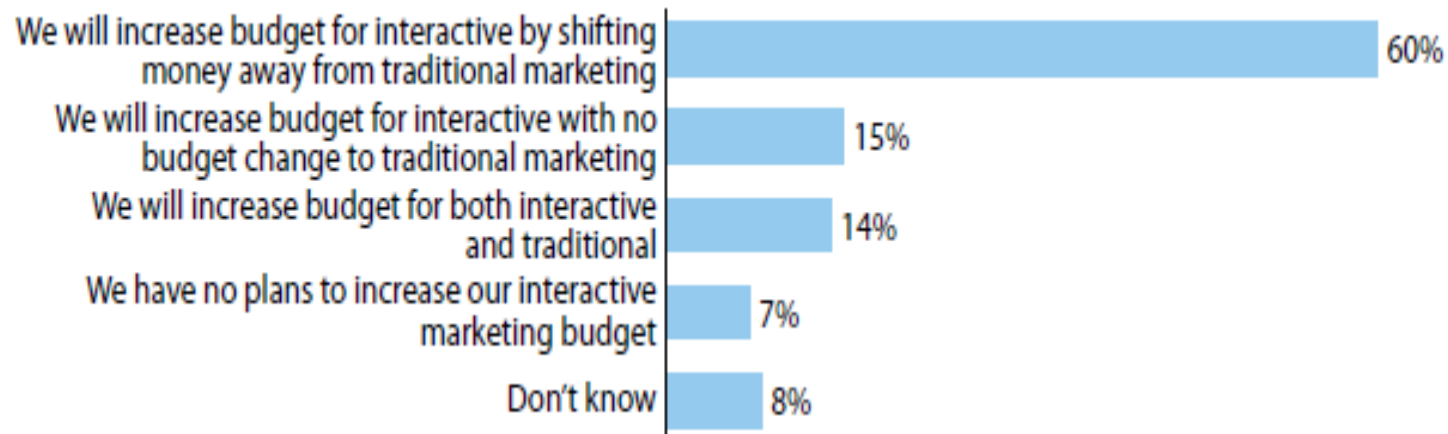
	2009	2010	2011	2012	2013	2014	CAGR
Mobile marketing	\$391	\$561	\$748	\$950	\$1,131	\$1,274	27%
Social media	\$716	\$935	\$1,217	\$1,649	\$2,254	\$3,113	34%
Email marketing	\$1,248	\$1,355	\$1,504	\$1,676	\$1,867	\$2,081	11%
Display advertising	\$7,829	\$8,395	\$9,846	\$11,732	\$14,339	\$16,900	17%
Search marketing	\$15,393	\$17,765	\$20,763	\$24,299	\$27,786	\$31,588	15%
<b>Total</b>	<b>\$25,577</b>	<b>\$29,012</b>	<b>\$34,077</b>	<b>\$40,306</b>	<b>\$47,378</b>	<b>\$54,956</b>	<b>17%</b>
Percent of all ad spend	12%	13%	15%	17%	19%	21%	

Mobile and Social Media have the highest growth rate

Source: Forrester's Interactive Advertising Models, 4/09 and 10/08 (US only)

# Fact: marketers are shifting their budget away from traditional marketing

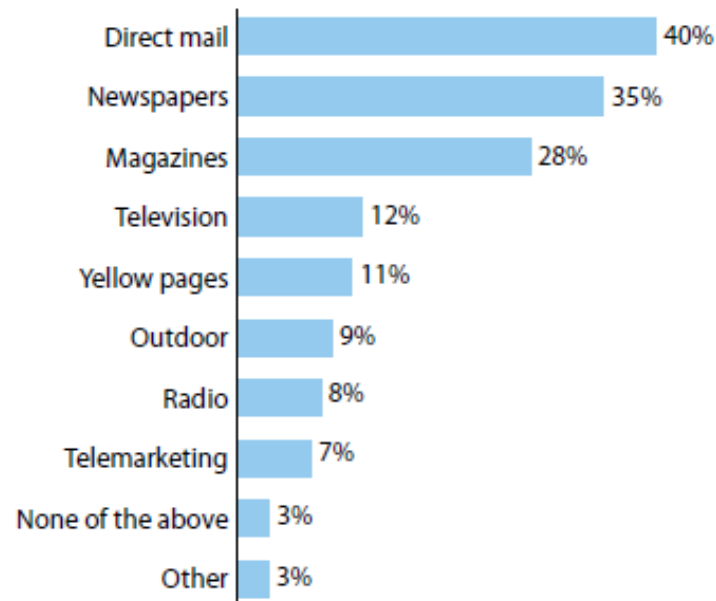
## 1-1 "How will you fund increases in your company's interactive marketing budget?"



Base: 204 marketers  
(multiple responses accepted)

# Fact: marketers are shifting their budget away from traditional marketing

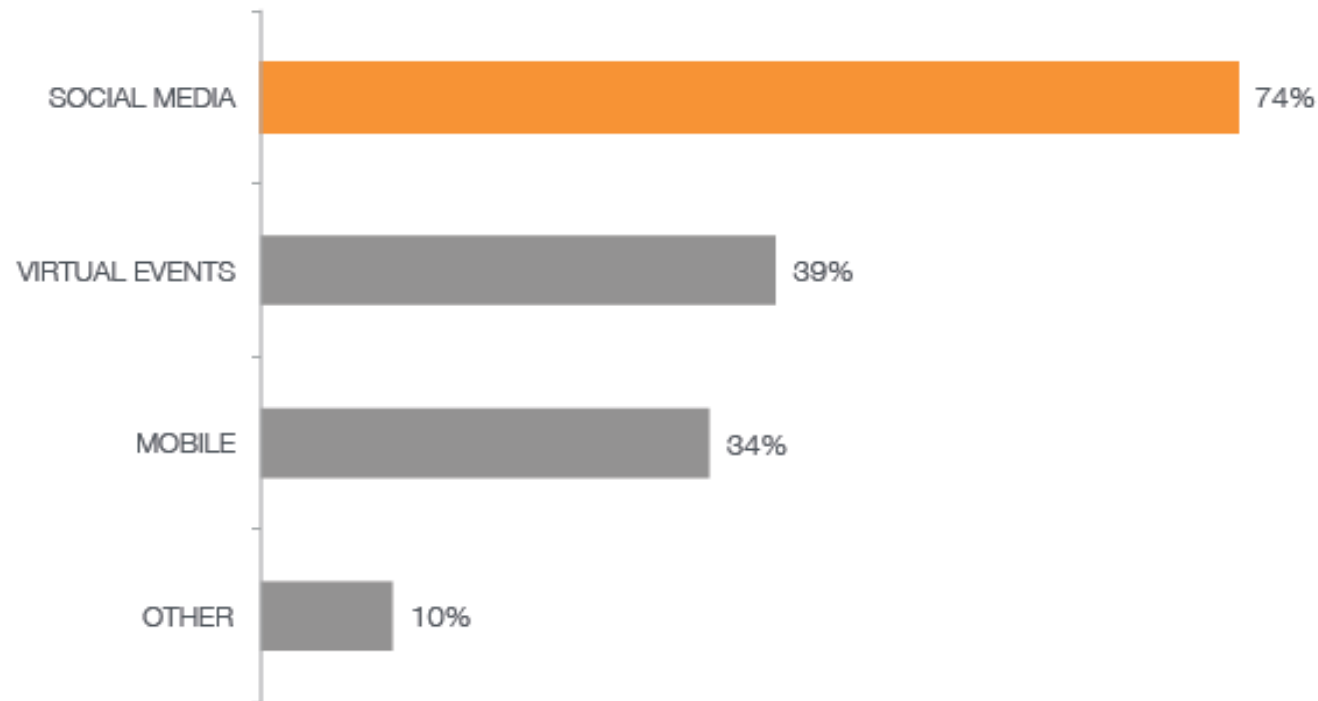
1-2 "Which of the following traditional marketing budgets will you decrease in order to fund increased interactive marketing?"



Base: 118 marketers who will fund increases to interactive by shifting budget away from traditional marketing

Source: Forrester Research

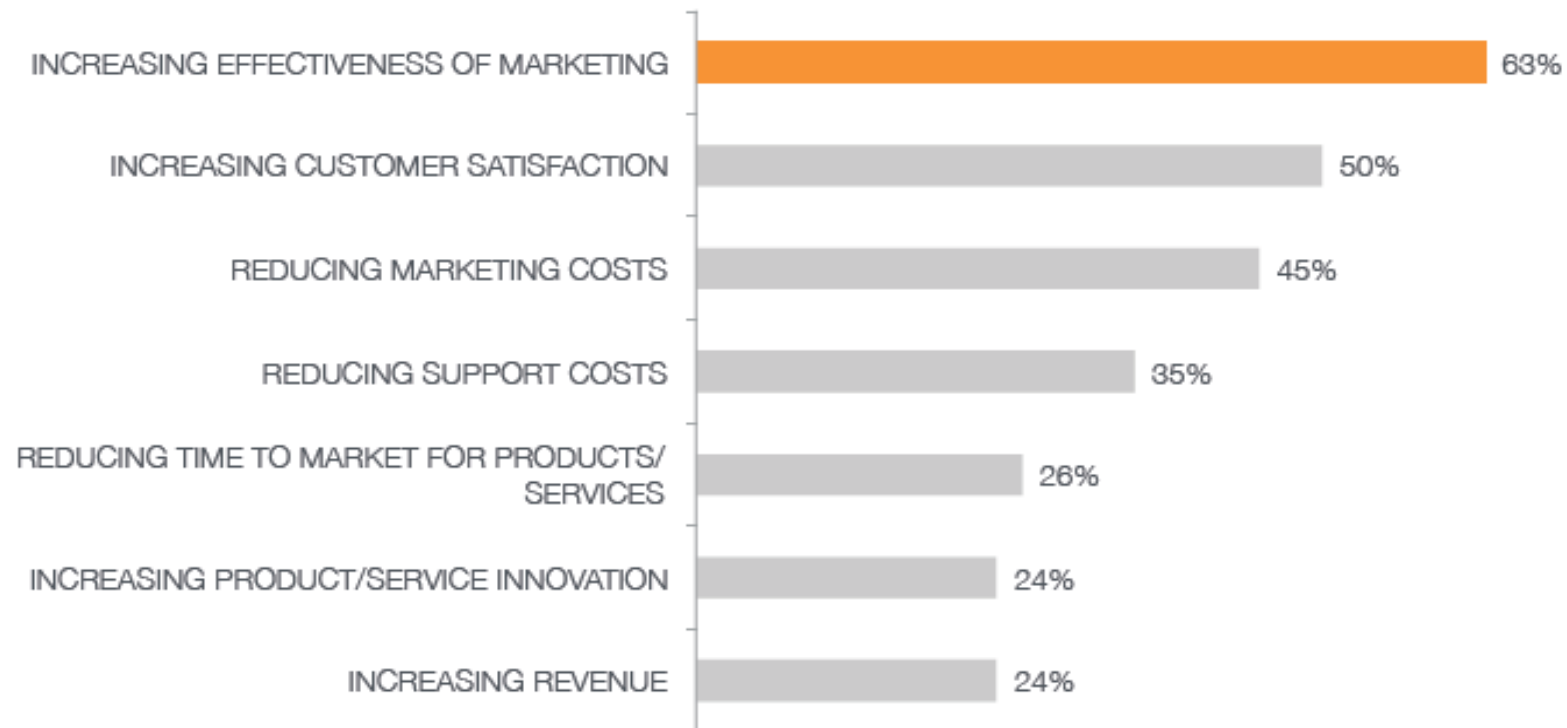
Social media was the leading  
“emerging channel”  
for lead gen in 2010.



SOURCE: UNISFAIR, MAY 25, 2010

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63% of companies using social media say it has **increased marketing effectiveness** — among other benefits.

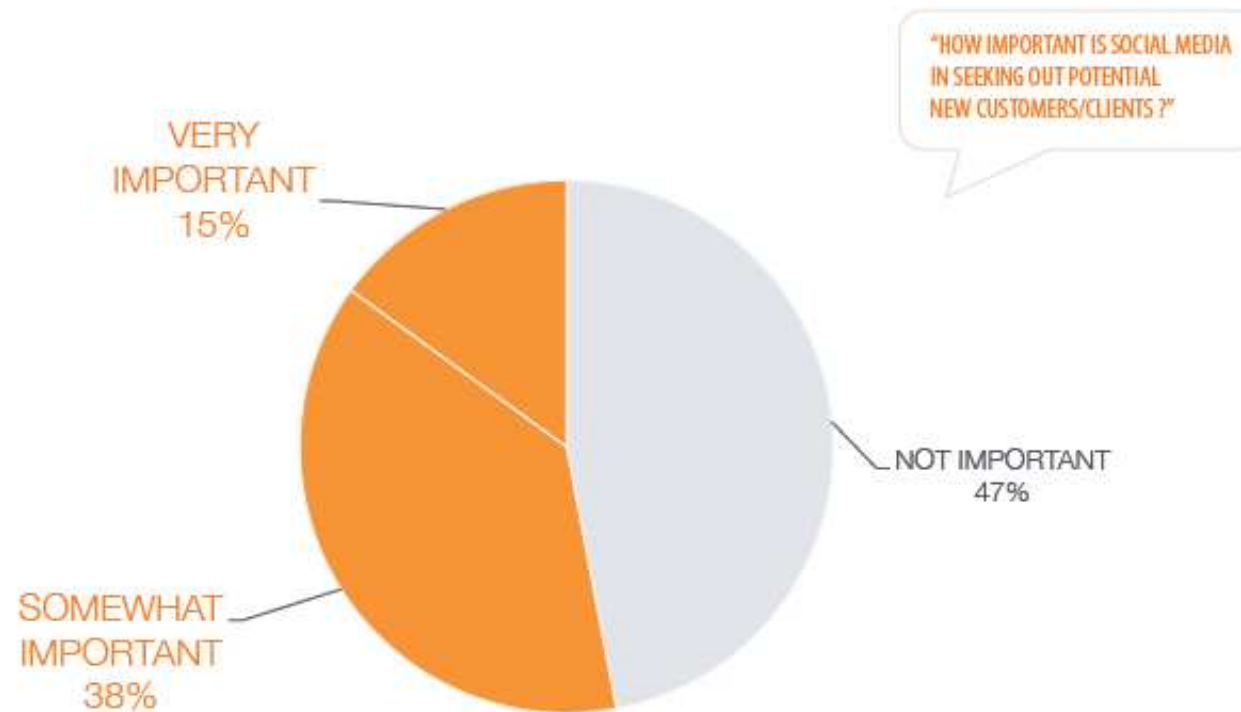


SOURCE: MCKINSEY GLOBAL INSTITUTE, DECEMBER 2010

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More than 1/2 of US SMBs say social media sites play an **important role in active sales.**

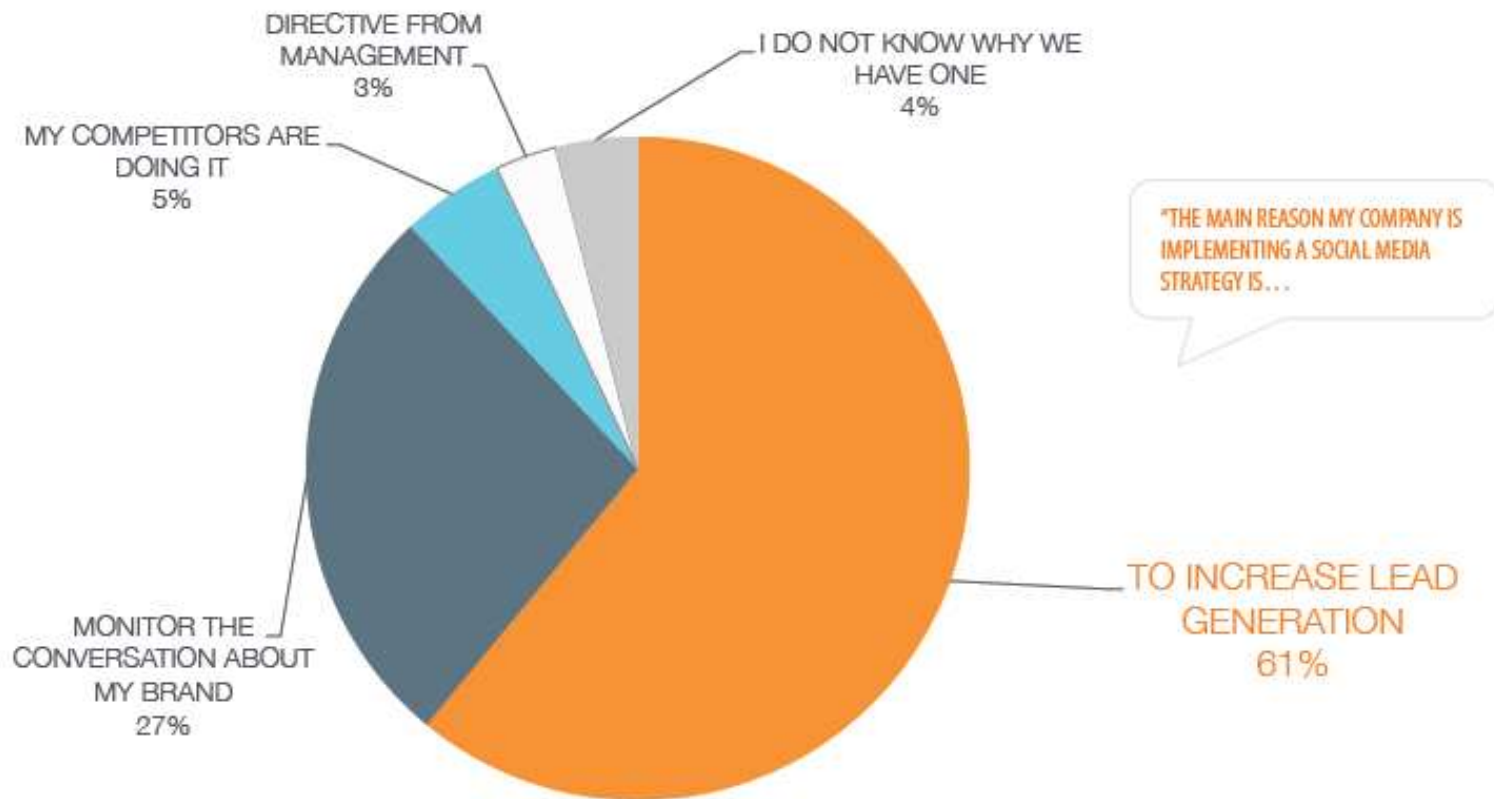


SOURCE: FORBES INSIGHTS, MAY 2010

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# 61% of US marketers use social media to **increase lead-gen.**



SOURCE: R2INTEGRATED, APRIL 2010

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Strategies for capitalizing on the opportunity

**HOW CAN WE TAKE  
ADVANTAGE OF IT?**

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# Why you should start today

- It is a requirement for today's business
- It is an extension of your business
- It protects your core business and revenue
- Opens new doors of opportunity
- Creates new revenue streams

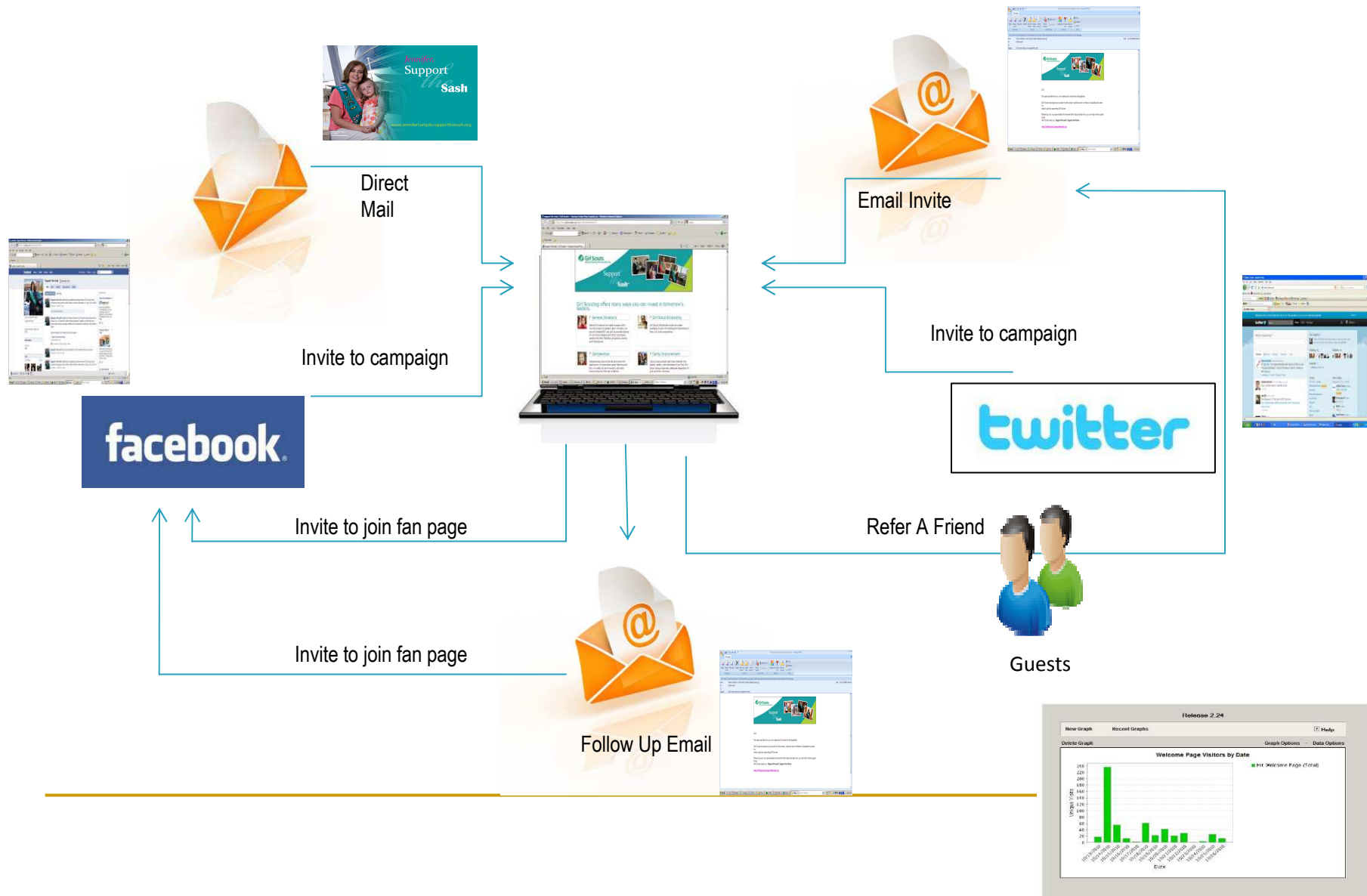


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# How to get started?

- Think long-term:
    - It's an important strategic business decision
  - Build your team:
    - Knowledge of Web development
  - Harness the power of technology
    - Meet your customers' needs, faster
  - Build partner relationships
    - Don't go in alone...
-

Cross-media campaigns are designed to engage respondents on a more personal and relevant basis using multiple touches



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# IF you need help!

- We are here to help you
- We have hundreds of world wide customers just like you
- They are tapping into these new areas of growth successfully!



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# MARKETING Opportunities for Growth

- Creating a personal and relevant “experience” is an opportunity for new high value pages and revenue!
- The first step is leveraging today’s new tools and methodologies for your customers!



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**Thanks for your  
time!**



**Joseph E Manos**  
Executive Vice President

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