

Using New Technology For An Old Marketing Strategy: Multi-Channel Marketing Today

John P. Foley, Jr. President and CEO - interlinkONE, Inc.

Multi-Channel Marketing is not a new marketing strategy. But as technology advances, the business world can take advantage of the new channels that have opened up. The cross-over between what was once purely promotional in nature and what was once completely sales-oriented has enabled better integrated marketing and sales platforms than ever before. It's not just about how you get your message across, but also how you make it easy for your prospects to make that decision and spend their money on your business' products and services.

The cool thing about all the new technology out there is that allows us to reach more prospects and customers. It makes the means of reaching those people more efficient. And it allows us to customize those messages in order to make the experience more personal for each prospect/customer. The trick is to balance out the message so that it isn't all about pushing sales and marketing a product or service. It's important to remember to provide information and encourage social interaction with the consumer.

Remember the days of blasting faxes to random, countless fax machines in offices near and far? Or shipping catalogs to every household within certain zipcodes? Multi-channel marketing wiped out those shotgun marketing techniques and became responsible for the implementation of more strategic campaigns. And we've been able to get more personalized with our messages and transform our interaction with prospects and customers due to the advances in both phone and internet technologies.

Mobile marketing using today's cell phone technology entails sending messages to the target market on their phones. Originally, messages were sent to cell phones as text only. However, the bulk of newer phones with color screens have the ability to receive multimedia messages. These messages can include text, audio and video elements. There are also games developed for phones and some companies have leveraged this capability into an advergaming strategy - furthering their brand through sponsorship or promotional messages.

Websites have evolved from merely stagnant promotional and informational tools. They are interactive and engaging. Many companies choose to have a blog that incorporates the latest news and a behind-the-scenes look, along with inviting comments from readers. They offer downloads, trial versions of products, sneak peeks and discounts. There are contests and giveaways. Then, moving away from the company site, there are discussion forums on which to network with prospects, micro-blogging platforms such as Twitter, and social networking arenas such as Facebook. When you start to think of all the avenues in which you can interact with



prospects, develop personalized messages and implement engaging marketing campaigns, the possibilities are endless as technology grows!

Regardless of the technology and how new and exciting it is, effective multi-channel marketing boils down to the basics: you've got to send relevant messages to your target market that helps to build both your brand and that customer relationship. You want customers for the long haul. And usually, that means combining old and new technology and coming up with a workable mix while serving the needs of the "right" people - your prospects and current customers.

About interlinkONE

interlinkONE delivers a software solution that manages all your marketing needs.

Our online, integrated software enables companies to build, manage, execute and measure all aspects of their marketing efforts and initiatives in one solution.

The solution streamlines operations and reduces cost by unifying all marketing communications and initiatives. It brings together the people and processes involved to ensure a consistent message is delivered across all outbound and inbound marketing campaigns. The integrated marketing software solution provides a holistic view of your entire marketing operation.

John P. Foley, Jr.

President and Chief Executive Officer - interlinkONE, Inc.

978-694-9992

johnf@interlinkONE.com

www.interlinkONE.com

Follow John on Twitter: <http://twitter.com/JohnFoleyJr>