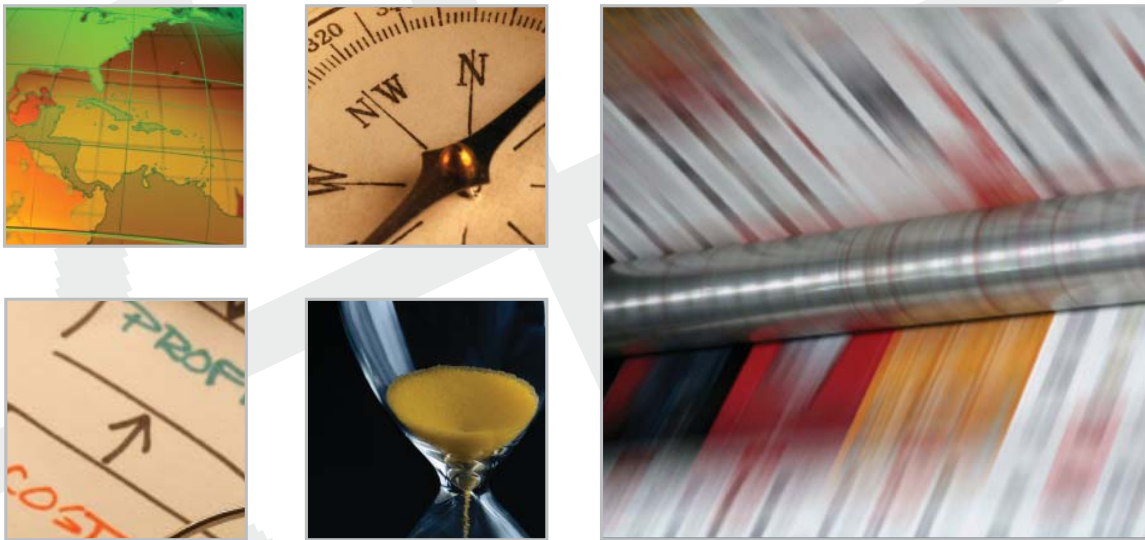


>> Capturing the Cross-Media Direct Marketing Opportunity



Production Printing & Media



- >> Learn how marketing executives optimize their marketing budgets, perceptions, and priorities for integrating print, online, mobile, and social media marketing
- >> Profile of evolving cross-media marketing value chain
- >> Key success factors in cross-media marketing implementation
- >> Market size and forecast for cross-media marketing software and solutions
- >> Business strategy recommendations for growing cross-media solutions & services





Cross-Media Direct Marketing

This study will provide a comprehensive view of the cross-media direct marketing value chain, as well as its opportunities and trends. It will review and highlight prevailing applications, business models, and enabling technologies.

>>Introduction

The direct marketing ecosystem is undergoing a dramatic change. This year, the market will see the convergence of three factors that have been strengthening over the past decade. First, today's consumers are "always on"—they are enjoying more connectivity and control than ever before. Second, the media environment has become more complex than any marketer could have imagined ten years ago. In particular, consumers are engaging in online activities more than ever before, making the Internet a powerful tool that offers many new ways of reaching customers. Third, these economic times have created an intense demand to demonstrate return

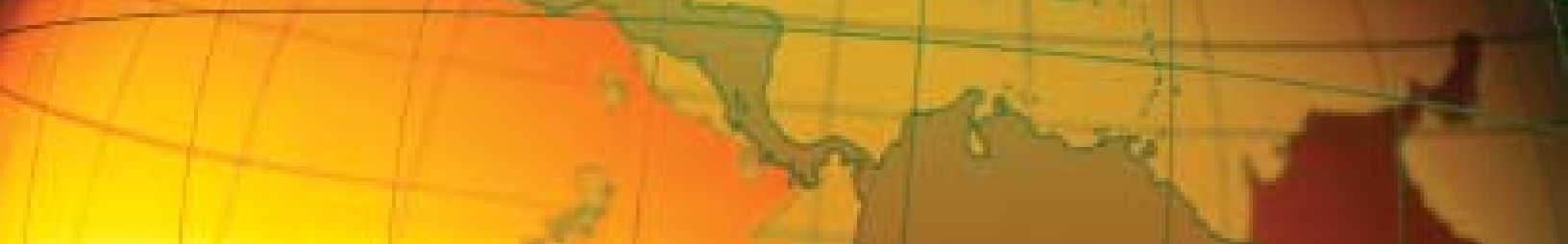
on investment (ROI). All three of these factors create a "perfect storm" for service providers, as well as an opportunity to capitalize on the emerging cross-media marketing trends.

Cross-media marketing can be defined as follows:

Cross-media marketing refers to the use of two or more media types (print, e-mail, Web, mobile, and/or social) in an orchestrated campaign targeting a specific demographic and/or psychographic segment. These campaigns can be retention programs targeted at existing customers or acquisition programs targeted at prospective customers. A cross-media campaign delivers relevant content and a call to action through multiple media simultaneously as an integrated campaign.

Marketing executives in every line of business, whether business-to-business (B2B) or business-to-consumer (B2C), are trying to better understand and optimize the use of Customer Relationship Management (CRM) data and digital assets for more efficient cross-media marketing communications.





They need a trusted advisor who can lead them through the complexity of the marketing campaign and technology integration:

- >> The vendor community needs to enable service providers by better understanding the markets, applications, and specific workflow integration requirements demanded by end-customers.
- >> Service providers need strategic direction on how to migrate effectively into the cross-media space. They need to know how to position, sell, integrate, and deliver cross-media services.

This study will provide a comprehensive view of the cross-media direct marketing value chain, as well as its opportunities and trends. It will review and highlight prevailing applications, business models, and enabling technologies.

>>Who Should Subscribe?

Vendor Community

Find out the priorities of marketing executives from key vertical markets and how they are effectively leveraging multiple media for their marketing efforts—learn what is working and how to enable service providers to deliver successful cross-media direct marketing campaigns.

Print & Marketing Service Providers

Discover what cross-media services marketing executives/agencies need and determine how to better meet these new and expanded needs—learn what is working and how to sell/deliver.

Marketing Executives/Agencies

Gain an understanding of how your peers in key vertical markets are executing cross-media direct marketing—learn what is working, how, and why.

>>Project Objectives

InfoTrends will examine how marketing executives are using print, online, mobile, and social media, as well as identify opportunities for technology vendors and service providers throughout the cross-media marketing value chain. The study will allow readers to:

- >> Asses the state of the cross-media marketing market today and its future direction
- >> Understand marketing executives' and agencies' needs, perceptions, and challenges in implementing cross-media marketing campaigns
- >> Profile the cross-media marketing value chain required to deploy acquisition and retention programs
- >> Highlight successful implementations of cross-media marketing strategies and campaigns that effectively address the acquisition, retention, and loyalty of target customers
- >> Profile key vendor solutions that enable cross-media marketing campaigns
- >> Estimate the market size for cross-media marketing software solutions
- >> Summarize key success factors in cross-media marketing and recommend appropriate strategies for technology vendors and service providers moving forward





>>Market Research

The study will provide a detailed value chain as well as the mapping of all the leading solutions that are involved in the cross-media marketing communications value chain.

Structured Surveys with Marketing Executives (500) and Advertising Agencies (200)

Structured surveys will focus on a sample of marketing executives and their processes for determining the strategy and marketing mix, as well as the operational aspects associated with launching their marketing programs. Further insight into the problems that marketing professionals face in executing cross-media marketing communications programs will be presented.

InfoTrends anticipates that many of the participants in the interviews and structured surveys will be senior and mid-level marketing executives. The surveys will be segmented to target major verticals such as financial services, insurance, retail, healthcare, manufacturing, non-profit, and telecommunications in an effort to provide a wide range of data points. The research will yield insight into the unique cross-media direct marketing approaches used by these verticals as well as the common approaches and trends that are being followed across all these markets.

In-depth Interviews with PSPs and MSPs (8)

InfoTrends will provide profiles of innovative print service providers (PSPs) and marketing service providers (MSPs) that are offering cross-

media marketing services to their clients. Detailed descriptions of how these companies are taking advantage of the opportunity will be provided based on visits to their Web sites, secondary research, and interviews with the appropriate individuals at these companies.

In-depth Interviews with Marketing Executives & Agencies (20)

InfoTrends will conduct interviews with marketing professionals (10 respondents) and agencies (10 respondents) that are currently and effectively utilizing cross-media direct marketing. These interviews will provide insight into the driving factors for using cross-media communications. The research will probe on best practices and challenges in executing cross-media marketing campaigns.

Desk Research

The research process will involve scrutinizing the relevant trade reports and government data as well as existing InfoTrends research. The project team will review published information to estimate current market size and overall growth trends.





>>Analysis & Project Deliverables

InfoTrends' professional staff will perform an extensive analysis of the desk research, one-on-one interviews, and structured Web surveys to develop an understanding of the opportunities and issues surrounding cross-media marketing. Clients will receive a combination of documents, including a report; presentation materials; and research data for senior managers, product managers/planners, and sales/marketing executives. Materials will include:

- >> A written summary report, detailing the key findings and recommendations
 - > Primary research with marketing executives and agencies on their needs and challenges in executing cross-media marketing campaigns
 - > Analysis of the enabling technologies used to deliver cross-media direct marketing campaigns
 - > An understanding of the business implications for the new cross-media value chain (e.g., print, Internet, mobile, and social) from a marketing executive/agency, service provider, technology supplier, and consumer perspective
 - > Market size and forecast analysis for cross-media marketing software solutions
- >> An executive management presentation (PowerPoint)
- >> Full survey results delivered as data tabulations and a PowerPoint file
- >> An optional on-site presentation

>>Project Schedule

InfoTrends intends to start this project in February 2010, with plans to complete the research by May and publish the report in June 2010. Throughout the project, InfoTrends will issue regular updates on the project status.

>>Terms & Conditions

Liability for Advice

Although reasonable efforts will be made by InfoTrends to ensure the completeness and accuracy of the information contained in written and oral reports in connection with the proposed study, no liability can be accepted by InfoTrends for the results of any actions taken by the client in connection with such information, opinions, or advice.

Copyrights

InfoTrends retains all copyrights. The reproduction of any materials is prohibited without written consent from InfoTrends.

Confidentiality

InfoTrends will use its best efforts to ensure that any confidential information obtained about the client and its business during the course of the proposed study is not, unless agreed otherwise in advance, disclosed to any third party without the prior written permission of the client. InfoTrends retains the right to re-use any non-proprietary information as part of its ongoing analysis of the office automation and printing and publishing industries.

Timely Delivery

InfoTrends will take all reasonable steps to ensure that the time scales called for by the proposed study are met in accordance with the agreed-upon schedule, but no liability can be accepted for the consequences of delays, howsoever caused.

Terms

Clients may have other business units co-fund the study, review the questionnaires, and receive a copy of the report at no additional charge. InfoTrends invoices the first half of the fee upon initiation of the contract and the second half upon delivery of the report.





>>Authorization Form

Don't miss the opportunity to be a part of a research study that will define where the market transition is today, assess what is needed to move it forward, and identify where the profit opportunities reside.

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Written report	x	x	x
PowerPoint presentation	x	x	x
Cross-Media Study Webinar	\$1,000		
Personal presentation	\$2,000 (plus travel expense)		

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InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

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