

Multi-Channel Communications Measurement and Benchmarking

Report Fast Facts

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Abstract

This study aims to provide an understanding of the market drivers and trends relating to multi-channel communications from the perspectives of corporate marketing professionals and print/marketing service providers (PSP/MSP.) The study primarily outlines current implementations and impacts of multi-channel communications to each constituency in the value chain. It also explores strategies related to campaign tracking and measurement, software solutions, and staffing.

The findings are based on surveys of over 200 corporate marketing professionals and over 300 service providers in the U.S. who are currently engaging in multi-channel communications. To qualify for participation in this survey, the marketers were required to be using more than one medium for their marketing activities. Meanwhile, the service providers were required to offer multi-channel services today, not only print related services. Due to this qualification, the mix of service provider respondents is not representative of the overall commercial printing market. The bulk of these primary research activities were conducted in November and December 2008.

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Introduction

Today's marketers are conveying brand and messaging across multiple channels including in-store/point of sale, direct mail, online, e-mail, telephone, social media, Webinars, and mobile marketing. In a challenging economy, however, marketers will be forced to do more with less and put more focus on marketing strategies that are essential to driving their business. Marketing budgets are being reallocated to more effective media mix. Multi-channel communications campaign can help marketers in driving customer loyalty, growth, and profitability as well as reaching into more lucrative customer segments. It also helps marketers to measure the effectiveness of marketing campaigns and validate return on investment (ROI) against marketing dollars spent.

Service providers are well-positioned to help marketers with the execution of these multi-channel campaigns, as they expand their services portfolio to include non-print channels. Multi-channel communications services represent opportunities to gain new revenue streams, expand existing customer base, and improve customer retention. To be successful, service providers need to invest in re-tooling their organizations, not only in technology and solution areas, but also in sales, technical, and project management resources.

This study aims to provide an understanding of the market drivers and trends relating to multi-channel communications from the perspectives of corporate marketing professionals and print/marketing service providers (PSP/MSP.) The study primarily outlines current implementations and impacts of multi-channel communications to each constituency in the value chain. It also explores strategies related to campaign tracking and measurement, software solutions, and staffing.

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Project Objectives:

- Establish the importance of campaign measurement metrics
- Understand how key enterprise marketing initiatives are affecting user requirements for campaign management
- Demonstrate how multi-channel communications impact measurement metrics
- Look at best-of-breed case studies and outline best practices
- Learn from the marketing professional about the need, requirements, and benefits of multi-channel marketing

- Learn from PSPs/MSPs who have successfully implemented campaign measurement metrics
- Highlight multi-channel communications solutions used for marketing measurement and benchmarking

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