

# ONLINE & OFFLINE MEDIA WORKING LIKE A WELL-OILED MACHINE



Learn the Power of Integration

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Recently, a local financial services advertiser launched a major campaign touting its low-rate automobile loans. The ads were seen everywhere from TV spots, newspaper ads, billboards to local news websites. The ubiquity of the campaign inevitably led potential customers to do some research online about the offer and the product. But when consumers typed in the product and brand keywords into any search engine, they found absolutely nothing about the promotion.

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**MARC STRYKER** is the Media Director at Penna Powers Brian Haynes. A New Jersey native and veteran of the New York ad world, Marc has kept his finger on the pulse of media trends for over a decade. He has a BA in Communications and a MBA with an emphasis in marketing.

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**Are your marketing efforts consistent across not only all the channels you've selected, but across those selected by your customers?** Your offline efforts are stimulating online chatter, but are you taking advantage of that? Big and expensive ad campaigns stay big and expensive when they could have been much more efficient.

The following are recommendations to ensure you're maximizing the effect of both offline and online media:

### **OUT WITH THE "OLD" AND THE "NEW"**

Your dog doesn't care how old or new a medium is and neither should you.



Marketers often speak of media options like there's a war that only one side will win. But there will never be a winner. Every year, digital media is looking more like television and vice versa. Old and new will combine to form something else entirely. But we're not quite there yet. Consider how people are consuming media now. After all, the average viewer watches 2,223 minutes of video per week and 99 percent of it is on TV.



### **IN WITH THE "DO" AND "VIEW"**



Tom Cunniff, of healthcare marketing firm Combe Inc., thinks of media as "view" or "do." TV is a view medium, where we lean back and hope to be entertained. Digital is a do medium, where we lean forward and try to get something done. So when we become aware of something we like in a TV ad, we then go online, do our research, compare products and maybe even buy. Fifty-nine percent of Americans are now using TV and the Internet simultaneously, so this may happen sooner than you think!

Barack Obama won the election on this concept. His campaign utilized a significant amount of view media to present, inspire and persuade with a feedback mechanism attached to each message. What would someone do after becoming so inspired? Well, she could reach out on Facebook™ and Twitter™ and broadcast to her friends, subscribe to Obama's e-mail newsletters or even create a video mashup of her favorite Obama soundbytes set to music. The possibilities were endless, but all this doing started with a little bit of viewing. Sure, Obama's campaign budget was enormous, but every dollar spent was infused with a means to digitally and socially transport the message beyond what offline media could do alone. McCain's campaign used similar media choices, but never connected the dots.

### **THE UNINTENDED ONLINE EFFECT OF AN OFFLINE CAMPAIGN**

A recent study by research firm, Marketing Experiments, looked at how one newspaper's direct mail campaign to increase subscribers yielded some unique results. As with most DM efforts, the campaign had a call-to-action that included an online option with a unique vanity URL to track the campaign's success. But not all visitors were politely typing in the vanity URL as instructed.



Suspecting that some visitors were arriving at the newspaper's generic subscription page instead of the vanity URL, the firm decided to use the same fonts and images from the direct mail piece on the generic pages. What they found was a whopping 124 percent increase in subscriptions for the generic pages, even though the direct mail recipients were given only the vanity URL. After the campaign ended, conversion on the generic pages returned to average.

**Your offline efforts are great at starting conversations; your online efforts can be great at continuing them. You have the power to keep the conversation going by seamlessly integrating both efforts.**

### **ATTACH A FEEDBACK MECHANISM TO EVERY MESSAGE**

In the old advertising world, we would divide the type of advertising someone did into branding or direct response. Your typical digital media planner still breaks out campaigns into these camps today. The theory goes that you're either introducing consumers to a brand and communicating its value and relevance in fulfilling a need, or you're dispensing with all that artful passivity and just trying to peddle product directly for the short term, in which case you're now engaged in direct response.

With the media tools available today, there is no longer a need for this kind of delineation. So let's say you've decided on another campaign for your fast-food seafood restaurant. Your research tells you that customers like your fried calamari, clams and oysters, but they think that your fish fillets are too bland. So you've changed your recipe and want to get the word out. You could simply run some television ads and get them to the restaurant. You could run some coupons in the Sunday paper to spur trial. But let's think about what digital media's feedback mechanisms afford you.

What if you ran television, print and radio ads that promoted the new fish fillet recipe that maintained your brand identity and value proposition but also included an exclusive online (or mobile – Foursquare anyone?) promotion where in exchange for their email address, customers got some coupons for a free side of fried clams with the purchase of the fish fillet sandwich? You've pretty much done the same thing as a traditional media campaign, except you've asked your customer to do something online and they've given you permission to speak to them again – only at a fraction of the cost of a mass media campaign.

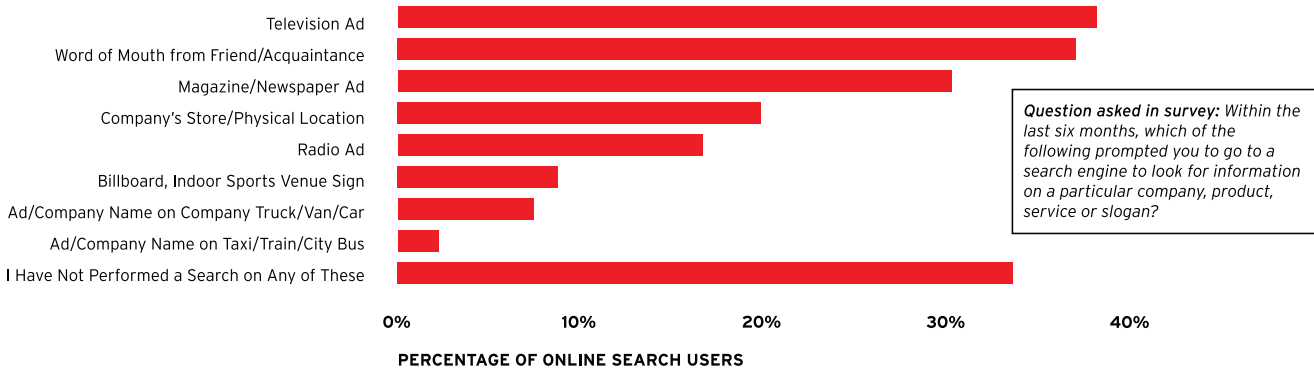
It sounds so simple, yet not many companies understand this type of campaign. They are still throwing out ads that don't take advantage of digital and mobile media's ability to gather customers for future communications.

**Offline media does the heavy lifting of finding interested customers you normally wouldn't be able to talk to. Online media offers them a feedback mechanism where they can subscribe to your newsletter, engage in your social media channels and send their friends your coupons.**

And we haven't even begun to discuss what a mobile component could do for you, but we'll save that for another white paper.

**4** **MEASURE, MEASURE AND MEASURE SOME MORE**  
**3** Now that you're eliminating waste from your advertising dollars and bringing your  
**2** customers online, you can measure their activity. Despite digital marketers predicting  
**1** the demise of TV yesterday, they all know there's nothing that stimulates Web traffic  
**0** and search for your product more than an offline media campaign. Your ad campaign  
 has directed customers here, so what are they doing? Your analytics program needs  
 to be ready to give you reliable data about your visitors. How many signed up for the  
 offer? Who visited but left and could they be retargeted and converted? Who engaged  
 with your content – watched video, forwarded coupons to their friends or  
 sent messages off to their social media accounts?

**HOW OFFLINE MEDIA INFLUENCES SEARCH BEHAVIOR**



**THE HARD PART – CREATING AND MAINTAINING UTILITY**

So a customer has downloaded a coupon or white paper from your site. Now what? How do you keep them interested in you? Let's dispense with mythology here – don't expect customers to become lifelong friends with your brand. They get utility from you, not a shoulder to cry on. Keep providing them utility that also espouses the core values of your brand and they'll stick around. If they've opted into your newsletter program, keep them updated on new products, new restaurants in their vicinity, community charities you're involved in, how you're sourcing your seafood in the wake of the Gulf Coast oil spill, etc. Above all, keep sending them rewards for being engaged with you.

**REMEMBER,** IT'S LESS EXPENSIVE TO RETAIN EXISTING CUSTOMERS THAN TO WIN NEW ONES.



Penna Powers Brian Haynes is a fully-integrated Advertising, Public Relations, Interactive and Public Involvement firm. For 25 years we've been renowned for solving problems through smart, strategic thinking, powerful creative and appropriate media and marketing tools, with an emphasis on strong, quantifiable results. And while all the awards are nice (our lobby's lousy with statuettes) that's not where we hang our hats. The only thing that really matters at the end of the day is our clients' success. Okay, that and our Emmy.®

**TO LEARN MORE, CALL CHUCK PENNA AT 801.487.4800  
AND SEE IF YOU CAN GET A LUNCH OUT OF HIM.**

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