

ExactTarget®

# Cross-Channel Checklist

*A guide & case study for building a successful cross-channel campaign*

Featuring 



*2012 was a thrilling year for cross-channel marketing, and the forecast for 2013 looks even brighter. As your company moves into the new year, you may be wondering where to start with your marketing efforts. Should you hit the ground running with a compelling email campaign? Move forward with a brilliant mobile marketing strategy? Or should you focus your energy on a likeable Facebook contest?*

# Our advice:

*Build one campaign across all three channels.*



In 2013, nearly 140 million smartphones are expected to be at the fingertips of U.S. consumers by year's end<sup>1</sup>. Email will become more customized to subscribers with **responsive design**. And social media continues to show promise with rising stars like **Path** and **Pinterest**, while the ever-popular Facebook surpasses 1 billion users. It's the kind of digital growth we've seen year after year. And it continues for one reason: Today's digital consumers demand it.

In ExactTarget's *Inspired Marketing Predictions for 2013*, President of **Convince & Convert** Jay Baer writes, "According to research conducted by Google, in 2010, consumers needed 5.3 sources of information before making a purchase. In 2011, just one year later, they needed 10.4 sources. In just 12 months, the amount of information needed to pull the 'buying trigger' doubled. Why? Are we less decisive? More risk adverse? No. We need more information because we have more information."

In other words, your customers are more connected, in more places, and in more ways than ever before.

ExactTarget client **eBags** realized this about their customers. As the largest online retailer of bags and luggage, eBags knew that delivering highly relevant messaging across email, mobile, social, and web channels was essential to reaching new audiences and sales goals. However, cross-channel marketing was relatively new to them. So they turned to ExactTarget for help with a successful campaign, while keeping their marketing operations streamlined.

In this paper, we'll show you how we helped eBags drive sales with their cross-channel back to school campaign, Bag an iPad. You'll learn how eBags used ExactTarget's Interactive Marketing Hub, complete with applications like ExactTarget SocialPages™, ExactTarget Email, and ExactTarget Mobile™ to build their customer base and revenue. And we'll walk you through five easy steps for building a successful cross-channel Facebook campaign of your own.

## 1

# Create a Sweepstakes

*Use email data to create a highly targeted Facebook sweepstakes & promotion*

***Your current email subscribers are some of your most engaged and valuable customers. Why not make the most of your best connections?***

- Build your sweepstakes with **SocialPages** — ExactTarget's platform for building branded Facebook tabs and pages.
- Use **ExactTarget Email** to compile information about your subscribers, and create a target profile to help you plan a highly relevant Facebook sweepstakes.
- Create Facebook ads to promote your contest to your target profile.

## ✓ What eBags did...

eBags promoted their *Bag an iPad* sweepstakes on Facebook, offering participants a chance to win a new iPad, Jansport backpack, and a \$1,000 Visa gift card. They created a series of Facebook ads targeting an audience that matched that of their ideal demographic, and directed readers to a tab on their Facebook page devoted to the promotion. Using the applications in the **Interactive Marketing Hub**, eBags was able to leverage resources they already had to create an effective campaign to make the most of their budget.



## 2

# Get a Commitment

*Ask users for a “commitment” before giving anything away*

***An important goal for any brand on Facebook is to build a loyal fan base.***

***Request that visitors become fans of your Facebook page in order to participate in your sweepstakes.***

- Use the **Fan-Gated Content** feature in SocialPages, to create content that requires users to “like” your page before viewing special offers.
- Stay in touch with participants and notify winners with email. Use **Smart Capture** to build Facebook forms that can collect email addresses and other customer data.
- With the email addresses you’ve collected, invite your new fans to opt in to your eNewsletters and email campaigns — all potential opportunities for staying in touch.

## ✓ What eBags did...

eBags invited visitors to their Facebook page to become fans before participating in their *Bag an iPad* sweepstakes. They also used email for ongoing communication with participants. By the end of the 30-day campaign, eBags had significantly increased likes on their Facebook page by 46,000, and grew their email list by 28,000 subscribers.



## 3

## Follow Through

*Build the relationship by following through with relevant messaging*

***Treat every new Facebook fan and sweepstakes participant as a potential loyal customer.***

- Follow up registration with a thank you page that includes additional content about your brand, or links to product features on your website.
- Use Triggered Send to send relevant email and drive additional engagement, web traffic, and sales.
- As your sweepstakes builds momentum, use the functionality in [SocialEngage](#) — ExactTarget's Social application for managing scores of social media conversations — to ramp up your activity on your Facebook page.

### ✓ What eBags did...

After entering the *Bag an iPad* sweepstakes, participants were directed to an eBags thank you page featuring a “Shop Now” button, and also received a follow-up email. Following the contest, eBags took in nearly \$7,000 in direct sales from site visitors referred to the site from the campaign thank you page.



## 4

## Measure It

*Track your efforts, and learn from the results of the goals you've set.*

***To truly understand the impact and extent of your campaign's success, you need strong solutions that can provide real insights into how your efforts contributed to your goals.***

- Measure the performance of your Facebook sweepstakes with metrics like clicks, views, and fans accrued using [Reporting in SocialPages](#).
- Use [Tracking & Reporting in ExactTarget Email](#) to measure brand awareness goals with details on the email component of your campaign, such as delivery and open rates.
- Measure the sales goals of your sweepstakes with insights on direct sales associated with your Facebook sweepstakes follow-up pages.

### ✔ What eBags did...

While eBags earned \$7,000 in direct sales associated with their *Bag an iPad* campaign, they also valued email contacts at approximately \$15 per subscriber. With nearly 28,000 email subscribers added to their list following the campaign, eBags generated roughly \$420,000 in additional potential revenue — a great return on a simple decision to tie email into the sweepstakes.



## 5

## Refine & Repeat

*Use the success of your first campaign to launch the next one*

***Don't waste the momentum you built with your first campaign; use it as a platform to launch a new one. Refer back to your insights from your initial effort, and identify areas where you can improve.***

- Consider freshening up the content, and think about more creative ways to entice and excite potential fans.
- Look for new opportunities to associate your sweepstakes prize with your brand, products, or services.
- Consider including a new channel in your follow-up effort, such as an additional social network or a mobile messaging promotion as an integral part of your sweepstakes.

### ✓ What eBags did...

The success of the *Bag an iPad* campaign ultimately inspired eBag's to follow their marketing effort with their mobile campaign, Handbag-a-Day Giveaway. The sweepstakes set out to give away one handbag to a lucky Facebook fan each day for 30 days, and offered participants a \$20-off coupon redeemable by text message. Using [ExactTarget MobileConnect™](#), eBags was able to create, target, send, and track the SMS component of their campaign all from ExactTarget's Interactive Marketing Hub.



*“The key to our interactive marketing success is delivering highly relevant and timely content to our customers. Our Bag an iPad campaign allowed us to interact with our customers across the channels they use most, improving customers across the channels they use most, improving customer satisfaction and increasing website traffic.”*

*-Blake Area, Senior Manager of Customer Retention Marketing at eBags*

With a broader perspective on the behavior of their customers, eBags has seen greater success with their marketing. And many other brands around the world are discovering the same value as they implement comprehensive marketing campaigns across email,

mobile, web, and social channels. They’re adopting new strategies for cross-channel communication, and they’re turning to ExactTarget to help them manage it seamlessly.

For today’s digital consumers, total connectivity to the brands they love is no longer perceived as a novelty; it’s an expectation.

**To learn more about how you can be everywhere your customers are, contact ExactTarget today.**

### **General Inquiries:**

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