

Get The Most Out Of Marketing Dollars With Good Creative Plus Simple Data Collection

by James Michelson



The biggest challenge marketers have always faced is justifying spend and proving return on investment. This challenge is easier to meet with the grow-

The first additional call to action was to text a catch phrase to a shared short code for a chance to win concert tickets at the venue. The captured phone numbers were then appended to add the account holder's name, address, and demographics. (Cost: \$200 for the text-to-win campaign and \$250 for the data append.) The second call to action was to change the web address from the main casino site to a specific landing page that offered a

targeted with a direct mail solicitation with a variable data card and personalized url (PURL). The additional prospects, with full contact information and preferences, were captured at a cost of less than \$1 each. The follow-up campaign, using the appended data and opt-ins, resulted in a 17 percent response rate.

By making two simple changes to the existing creative and adding additional response mechanisms, a brand awareness campaign was able to generate tangible ROI. The additional cost was a small fraction of the total and could be leveraged across all the casino's future marketing efforts.

Implementing and tracking cross media marketing campaigns need not be difficult or expensive. The key point to remember is that all channels can feed each other and drive ROI.

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ing power of the web and inexpensive data collection techniques. By leveraging existing marketing efforts with minor changes to the creative and the addition of a few simple tools, response rates can be dramatically improved.

In the following case study, an SMS-text and landing page campaign is used to capture data to create a lead list that provides the basis for a highly effective direct marketing effort.

A Midwest casino with a small and mostly committed marketing budget needed to publicize the opening of a new venue. Most of the spend had already been committed to a variety of marketing efforts, including radio, billboards, and live promotional events. By adding two additional response channels to its existing efforts, the casino was able to track the effectiveness of each channel and to follow up with the new prospects.

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direct opt-in for the contest. In a simple copy / creative change, the landing page web address appeared in all promotional materials that were created for the launch. (Cost: \$375.)

The result of the campaign was the identification of 750 additional prospects that were then added to the house file and