

Adapt Innovate Evolve

with



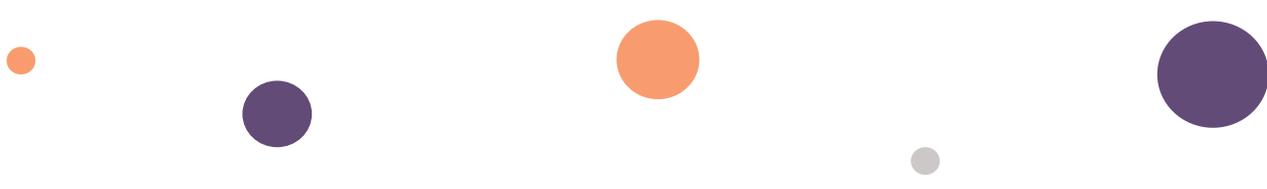


The way we do business is changing. Teams are working remotely, online sales have skyrocketed, and companies have been forced to find new ways to connect with their customers.

In order to stay ahead of the curve, you need to be on the constant lookout for innovative ideas and solutions that will help your business adapt to these changes.

However, this is easier said than done. If you're like most business owners, right now there are a few problems that are holding you back.

- Difficulty maintaining client relationships without face-to-face meetings.
- Uncertainty surrounding how to shift your marketing strategies online.
- Trouble creating a personal connection with your audience.
- Difficulty building automated marketing systems for remote teams.
- Finding ways to make up for decreased foot traffic to your local store.
- Replacing lost revenue and addressing a diminishing customer base.



Taking some time to step back and reassess your current marketing strategy is the first action you need to take in order to overcome these challenges and get your business back on track.

You need a modern marketing strategy that takes into account the current times as well as changes in consumer behavior. For example, today you need a marketing strategy that...

- Targets customers using the appropriate channels.
- Develops personalized communication to increase conversion rates.
- Collects data and uses it to increase your marketing ROI.
- Creates automated marketing processes that require less time investment.

At ION, we've spent countless hours developing the best way to combine these ideas into one complete marketing solution that helps our clients achieve results. After much thought and careful consideration, ION's Chain ReactION Marketing program was created.

What is **Chain** **ReactIOn** Marketing?

Chain Reaction is a direct marketing program designed to build, analyze, and segment customer data, creating relevant messaging for each segment, and integrating the delivery of the message through several marketing channels.

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Once deployed, the program is fully automated, measurable, and adjustable, assuring the best possible marketing ROI. Chain ReactIOn programs are developed to optimize current client relationships, acquire new business, and increase the strength and efficiency of marketing efforts.

Not only will you be able to zero in on the people most likely to do business with you, but using strategic data you can determine the exact marketing mediums and messaging that will be most effective at capturing their attention.

How Chain ReactION

Can Increase Your Marketing ROI



It's precise - the days of using guesswork to identify your target audience are over. Chain ReactION marketing is based on real data.



It's multi-channel - Chain ReactION allows you to use multiple marketing channels to target those most likely to respond to your message.



It's measurable - with Chain ReactION, you gain access to robust information and statistics regarding the effectiveness of your campaigns.



It's automated - once you have analyzed the data to find your ideal customers, Chain ReactION makes it easy to create self-deployed campaigns based on customer behavior triggers.



It's cost-effective - Chain ReactION helps provide a clear picture of exactly what's working and what isn't. This allows you to funnel your marketing budget into the activities that will provide the best ROI for your business.



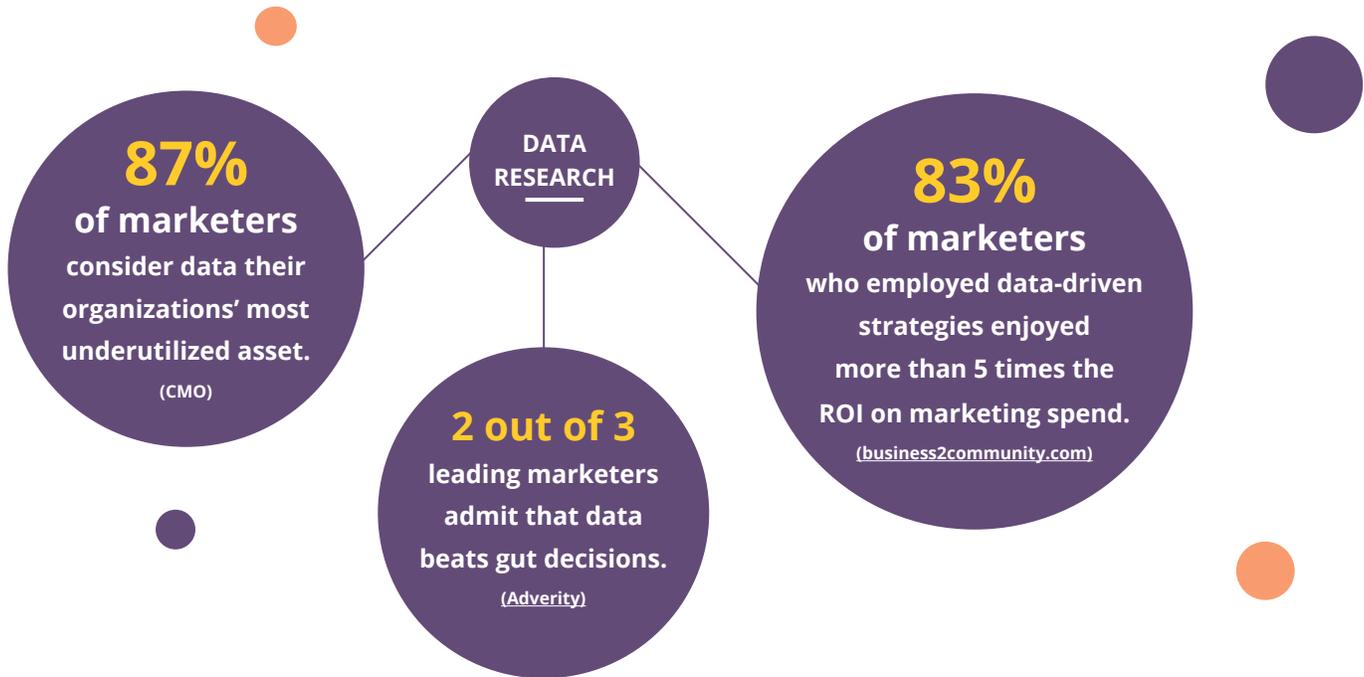
8 Elements

DATA/RESEARCH

01



Data is the driving force behind Chain ReactiON marketing.



During this stage, we gather segmented customer data to create intelligent direct marketing programs or campaigns targeted towards a specific audience. The data we collect helps us to develop a detailed understanding of your customers, enabling us to eliminate the guesswork previously involved in building a marketing strategy. We know exactly which messages will resonate with your customers and where to display those messages for the best results.

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02

STRATEGY



After the research phase is complete, it's time to develop a campaign strategy. Your strategy will vary depending on the goals you have for your business. For example, specific strategies can be created to:

- Generate brand awareness.
- Increase foot traffic to your store.
- Attract high-quality leads.
- Increase sales.
- More!

Based on your campaign goal, we can then decide which marketing channels and messages will be most effective for reaching your ideal customers.

“A campaign without a strategy is like sailing without a map. You can get lucky and end up in the right place, but it's always better to have direction.”

It is extremely important to develop a solid campaign strategy before proceeding to the next steps.

03

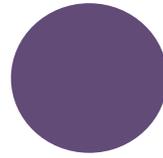
DESIGN

Once you have the campaign strategy established, the next step is to consider design. The artwork, images, and other visuals for all marketing channels should effectively convey one cohesive message while staying true to your brand.

With the rapidly decreasing attention span that can be seen throughout society, quality visuals and design are a necessity for any marketing campaign.



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PRINT

In addition to digital tactics, print is an integral component of any marketing strategy.

56% of customers find print marketing to be the most trustworthy type of marketing. ([Web Strategies](#))

Direct mail brings in **78% of donations** for nonprofits. ([Web Strategies](#))

Research shows that at least **a third of customer** decision making is based on packaging. ([Drupa](#))



Print marketing includes all the physical mediums used to advertise your business like signage, packaging, direct mail, business cards, banners, and more. If you own a brick and mortar business, these things will be essential to your success. However, many online businesses are beginning to see the benefits of using print marketing to communicate with their customers as well.

“More than 3 out of 4 small businesses use both print marketing and online efforts combined. This strategy usually offers the best return on investment and gets the best response rates.” - [Direct Mailing Center](#)

If your print efforts are lagging, Chain ReactIOn can help get you back up to speed!

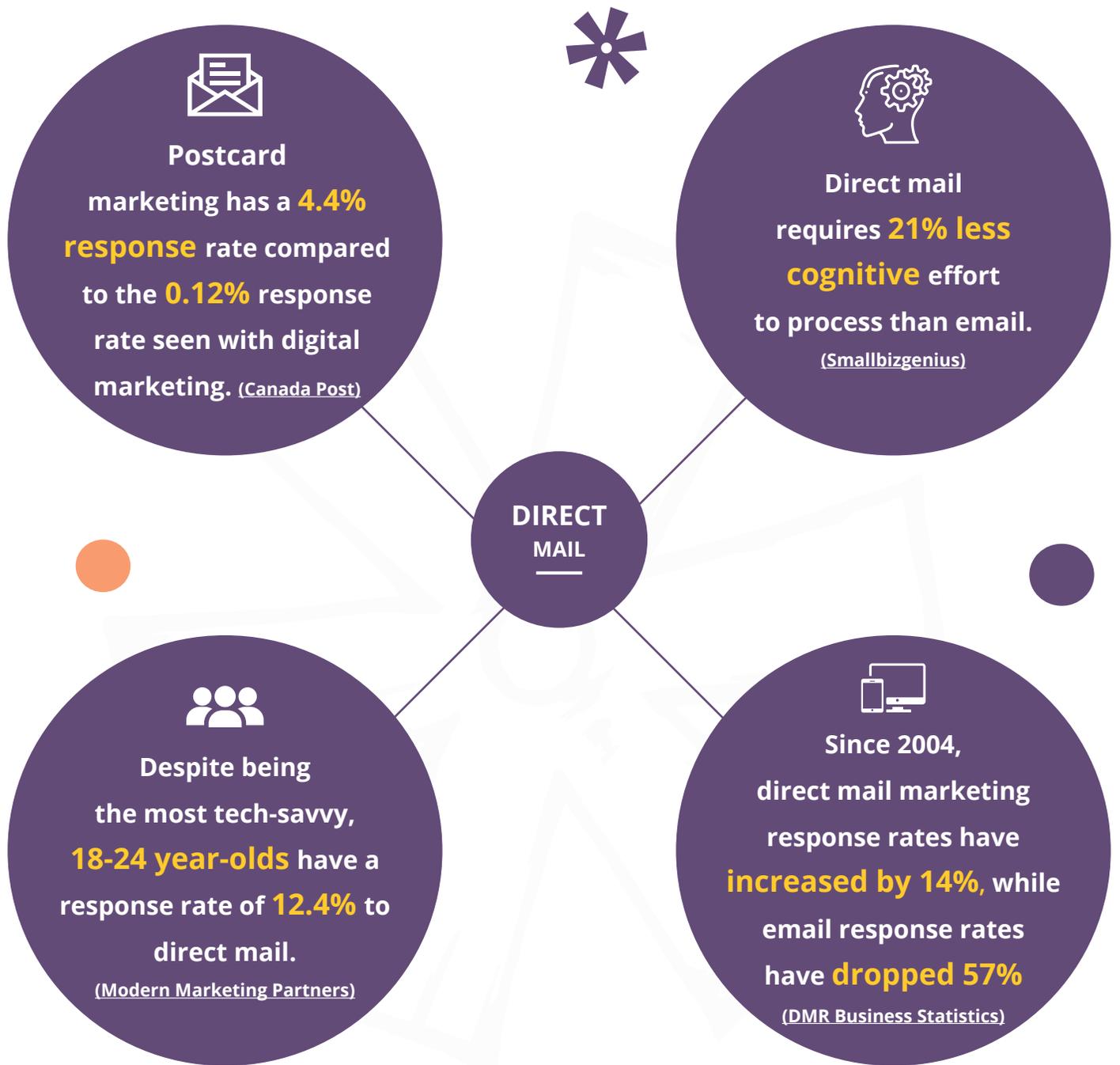
DIRECT MAIL

Direct mail is used to deliver print communications directly to your customers. With all the excitement surrounding digital media, some consider direct mail to be a thing of the past. However, this could not be further from the truth. There is an abundance of data that suggested direct mail is still a very effective mode of communication between your business and its customers.



Smartmail Marketing Partner

CANADA POSTES
POST CANADA



Of course, the best results are seen when a combination of direct mail and digital strategies are used. That's why ION is committed to providing a multi-channel marketing approach with Chain ReactION.

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INTEGRATION

The integration stage is where everything seamlessly meshes together. This involves the coordinated delivery of a brand message through several channels to maximize the effectiveness of communications. These channels include:

- Direct mail
- Email
- Blogs
- Text
- Social media
- Web
- General landing pages
- Personalized landing pages
- More!



Your customers are unique. Some spend multiple hours each day scrolling through their various social media accounts. Others rarely use their phone and prefer to receive communication by direct mail or accessing their email on a desktop. It's important to cater to each type of customer by adopting a strategy that uses multiple channels to share your message.

AUTOMATION

Automated campaigns are set up to target customers based on their behavior or current stage in the customer lifecycle. This helps to create an impressive level of relevancy for each of your campaigns, leading to increased conversion rates.



For example, different messages will be sent out to those who have just heard about your business compared to those who have interacted with you several times before.

“Marketing automation helps with lead generation, nurturing, and scoring, as well as with measuring overall ROI on campaigns. The time and cost-saving effects of automation increase as an organization grows in size and complexity.” - [Salesforce](#).



Marketing Automation drives a **14.5% increase in sales** ([Nucleus Research](#))



63% of companies outgrowing their competitors are using automation. ([Lenskold Group](#))



Marketing automation users experience a **451% increase in qualified leads**. ([Business to Community](#))

Developing an automated marketing strategy can reduce the risk of human error while simultaneously freeing up your work force to focus on other tasks.

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ANALYSIS REPORTING

This phase uses reporting and data analytics software to measure the effectiveness of each marketing campaign. Things like clicks, website visitors, conversion rate, response rate, engagements, and many other data points are gathered and assessed.

Based on the resulting feedback, we can then incorporate the appropriate changes to further increase the ROI on your marketing spend.

However, despite the importance of reporting and data analysis in marketing, many business owners and marketers still struggle to use their data effectively.



57%

**of marketers are
incorrectly interpreting
data and likely getting
incorrect results.**

(Wharton)

36%

**of marketers state
they do not have the
quantitative tools to
demonstrate the impact
of spend on company
performance.**

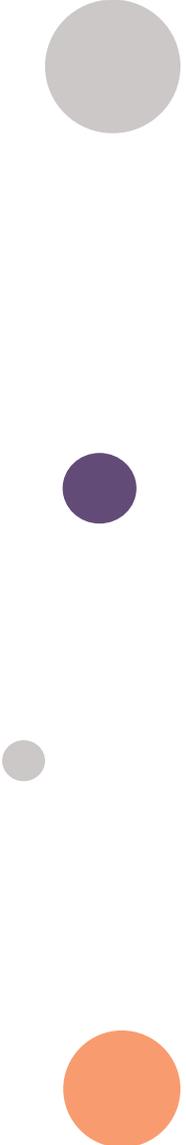
(CMO Survey)

**One third
of marketers**

**cite data analysis as
one of the hardest
positions to recruit.**

(Gartner)

Chain ReactiON helps eliminate this problem by providing an intelligent marketing solution with data reporting so that each new campaign will be more efficient than the last.



How to Get Started With Chain ReactION

If you're looking to invest in an intelligent, data-driven marketing strategy for your business, get in touch with ION today!

780-452-9103 or visit ionprintsolutions.com

