



# CROSSING CHANNELS

CROSSMEDIA AND GEOMARKETING

# INTRODUCTION



Engaging with customers across multiple media channels is highly beneficial. Social media posts, posters, direct mail or e-mail newsletters: every platform presents unique opportunities.

A strategic cross media marketing approach leads to successful and cost-efficient campaigns. And today, this is a lot easier and faster than expected!

In this ebook you will discover why cross media marketing works for every business and find different ideas for creative campaigns from different industries.

# MORE CHANNELS, MORE REACH

Diverse channels widen your audience reach and lead to a higher impact. More customers will receive your message, including those who only engage with specific platforms. You can tailor the media channels to suit your products and campaign goals.

Communication on multiple channels appeals to different senses, making the information easier to understand and to remember for longer. There are many options from traditional media like posters and TV commercials to modern platforms like social media posts or e-mail newsletters. Additionally, in-person events like trade shows or open-house events can enhance your strategy.

When it comes to cross media communications, “print vs. digital media” is often discussed. The more time we spend online, the more we appreciate printed products. Physical marketing pieces are important touchpoints: They appeal to our sense of touch and therefore leave a significantly higher impression compared to online content.



This creates strong connections with your audience and promotes engagement. Cross media campaigns also facilitate a high level of personalization.

Many consumers value and also expect tailored content and unique products aligned to their interests.

This leads to a higher identification with the brand and enhances customer loyalty. The production of personalized print products is easy and straightforward. Different channels also allow you to gather additional customer data and receive valuable feedback for future marketing optimization.

# CUSTOMER ACQUISITION: JOSERA PETFOOD

The petfood retailer Josera started a cross media campaign in 2014 which still brings remarkable results. Pet owners can leave their address as well as information on their pet on the Josera website to request product samples. These samples come in a personalized package, with the pet's name prominently printed on it, along with a letter and a coupon code. This code is printed on a special leaflet alongside a personalized map displaying the route to the nearest Josera retailer. This makes a huge difference and encourages many customers to visit the store and respond to the offer: the visualized way to the store is proven to boost response rates, especially in combination with the discount.

Pet owners order physical samples online and find their way to the store:

The "Josera Petfood" campaign continues to attract new customers and was awarded several times.

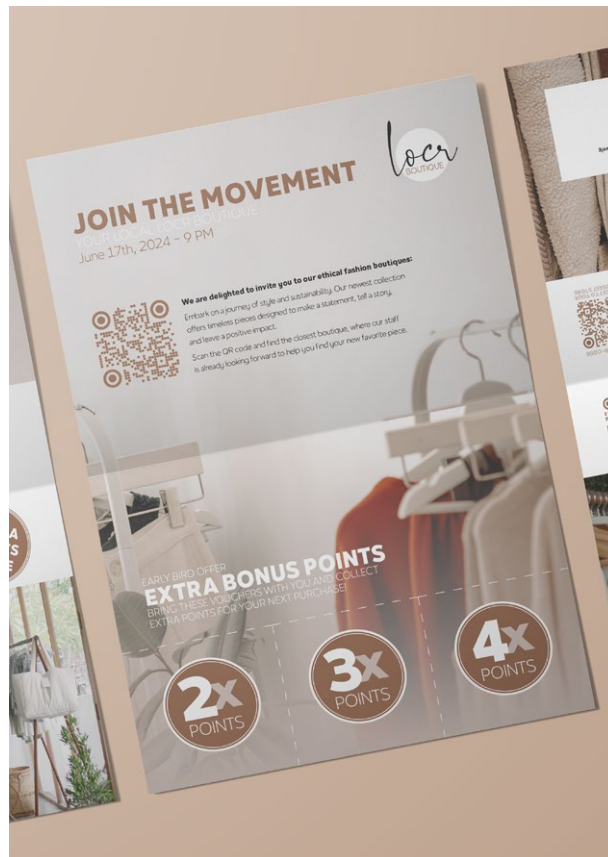


YOU CAN FIND ALL DETAILS  
IN OUR "JOSERA" CASE STUDY:



# PERSONALIZED EDDM CAMPAIGN

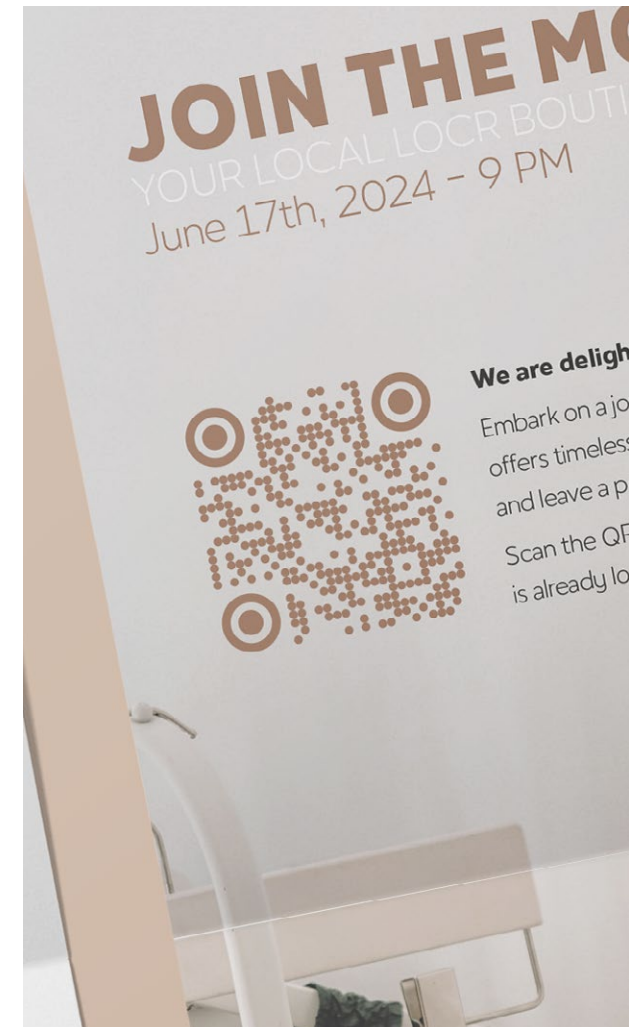
EDDM (Every Door Direct Mail) campaigns lead to a high reach, are cost-efficient and popular throughout all industries. Here we share an Offset-printed EDDM campaign that delivers personalized online content to recipients and provides valuable insights for businesses:



A fashion retailer aimed to attract new customers and promote their new collection. They went for printed leaflets introducing their products and inviting recipients to visit their stores. These leaflets also include coupons for special bonus points within their loyalty system, encouraging prospects to respond to their offers and strengthen customer loyalty.

The recipients also find a QR code linking to the **locrFINDER**: an innovative online location finder instantly displaying the fastest route to the nearest store. Given the widespread usage of QR codes in daily life, recipients are very likely to try them out. Recognizing their current position and the route to the store on a map instantly creates a connection. It is also possible to use their preferred routing app for navigation.

The **locrFINDER** is beneficial for ongoing marketing activities: as there is no personalized response element included, the position instead of the individual will be tracked. This provides information on opening rates connected to geodata: you



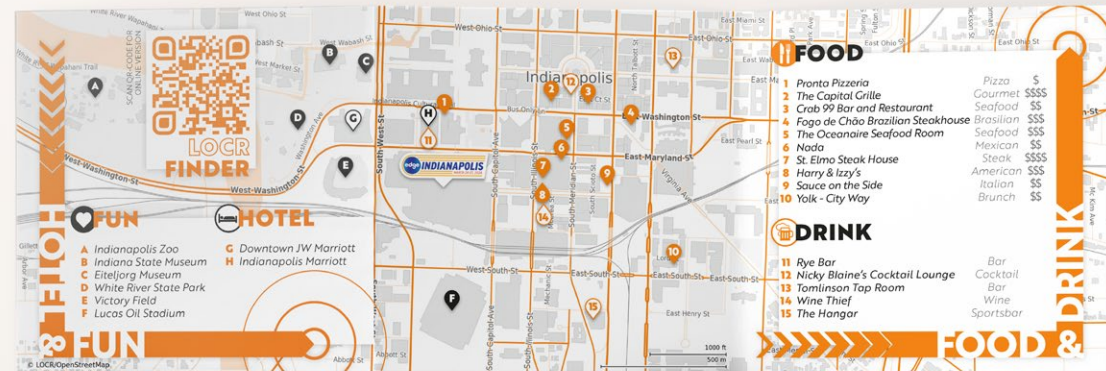
can see activity hotspots or find out which areas have the highest potential, and enhance future campaigns.

# EVENT GUIDES

For trade shows and events we often bring “bar & restaurant guides”. These are printed maps of the surrounding area of an event venue, highlighting various locations the visitors might want to check out: bars, hotels, attractions or partner businesses. These guides are always popular among attendees and also serve as keepsakes.

This guide for Dscoop Edge Indianapolis also incorporates a cross media feature: a QR code linking to the **locrFINDER** shows all the locations on the visitor’s mobile device. This is also perfect for event invitations, travel guides, newspaper advertisements or promotional posters. It easily promotes interaction and offers relevant information to enhance the visitors’ experience.

In addition to that you will receive opening rates in correlation with users’ positions. This insightful data allows you to measure the success of the event and see which of the displayed locations generated the most interest.



Test the locrFINDER  
(NO ROUTING)



# INNOVATIVE PRINT MAGAZINES



and makes every single magazine unique. Readers posted “their” individual magazines on social media and shared how they really enjoyed the features.

To add even more interest and cross media additions, QR codes can also lead to product information, raffles, image videos or apps. There are countless options to promote engagement, offer interesting content and entertain your readers. Including surveys or giveaways also allows you to collect valuable customer data while providing readers with rewarding experiences.

Cross media elements can unlock the full potential of newspaper advertisements and magazines that will definitely be appreciated by your readers.

Issue 150 of the German Druckmarkt magazine, dedicated to the German printing industry, contains a special feature for the upcoming drupa: The readers scan a QR code and easily access the route from their current position to the venue in Düsseldorf (Only available in Europe).

Everyone instantly understands where to go, and will look forward to drupa even more.

Two years prior, Druckmarkt amazed the readers with another special issue. It came with one of eight different cover images matching the recipient’s industry. This personalized approach extended beyond the cover: The magazine was completely produced in Digital print and personalized page by page. This was definitely surprising

In this case the readers were also presented augmented reality features: they can scan entire pages or images to unlock immersive digital content on their mobile device. These innovative technologies will leave a lasting impression and ensure that the magazine stands out and remains memorable. This combination of a high-quality print magazine with interactive elements had a remarkable effect and led to great feedback, making it a highly recommended strategy.

# READ MORE

MORE INFORMATION  
ON THE  
**locrFINDER**



MORE  
**CASE-STUDIES**  
OF SUCCESSFUL  
CAMPAIGNS:

 **AARP**  
NON-PROFIT

 **DeBradelei**  
RETAIL

 **Print Solutions**  
PUBLISHING



# INFORMATION & CONTACT

Find inspiration for your next direct mail campaign! We have sample designs and templates you can use to create your next direct mail. We're also available to talk to you about how to add location value to make your campaign a success.

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