



Multi-Channel Marketing Automation Made Simple:

How to elevate your print and
digital campaigns in a few easy steps.



What is **Multi-Channel** Marketing Automation?

Marketing automation. Multi-channel marketing. Trickle and drip campaigns.

A quick web search of these terms reveals a massive amount of resources and platforms to manage marketing campaigns of all sizes, from simple email blasts to complex digital and print-driven campaigns.

It can be overwhelming, so we've created this eGuide to break down the barriers to successful campaigns and help you get started, whether you're managing campaign elements in-house, using a full-service provider, or taking a blended approach to maximize resources.



Basics of Multi-Channel Marketing Implementation

For our business and clients, multi-channel marketing automation is the process of **implementing print and digital tactics** of a marketing strategy by **delivering personalized content** to specific audiences **using defined channels and triggers**. Let's break that down.



1. Implementing print and digital tactics

Simply put, these are the drivers to communicate with your audiences. Examples include print and triggered direct mail pieces, emails, social media posts, eGuides, and blog posts.

2. Delivering personalized content

Personalization is a key component of automated multi-channel marketing, allowing you to design specific branding elements and content to guide your audiences through the buyer's journey.

3. Using defined channels and triggers

The actual physical delivery of your content, with specific If/Then scenarios that pre-determine the next set of information that is presented to the reader.

Getting Started

Planning your automated multi-channel marketing strategy requires the same foundational elements as a traditional campaign, with an eye toward how your tactics are implemented and work within the communication channels you select.

Here's a brief checklist for planning your campaign:

- **Set Achievable Goals**

Ask yourself, “what are we trying to accomplish and why is it so important?” Then, develop a realistic budget and revenue target to help guide the scope of your campaign.

- **Evaluate and Segment Your Audiences**

Yes, knowing your audience matters. Automation allows you to target multiple audience segments with personalized messages, so segment accordingly to achieve maximum response rates.

- **Select Your Channels**

The value of automation is in its ability to integrate various channels and technologies with your content. Among the options to consider are personalized print and direct mail, responsive email and microsites, SMS, social media, and mobile barcoding.

- **Choose a Vendor**

Let your internal capabilities be your guide. Consider the various resources you'll need, from creative services and content development to campaign implementation and data management, to determine the type or level of vendor support you require.

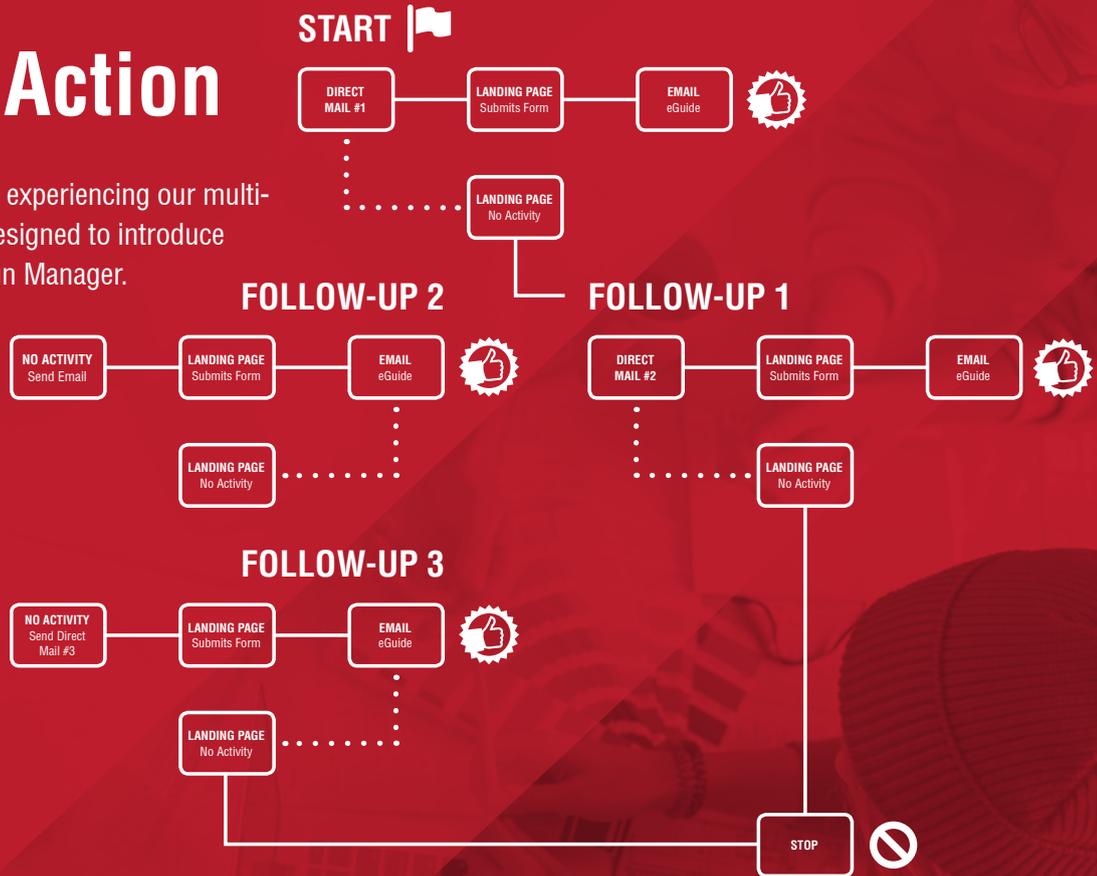


Automation in Action

If you're reading this eGuide, you have been experiencing our multi-channel marketing automation campaign, designed to introduce our customers and prospects to Ai Campaign Manager.

You received an email or direct mail piece that took you to a personalized landing page, followed by pre-determined triggers that we set up to deliver this eGuide to your Inbox.

The workflow we used for your Ai Campaign Manager demo is displayed here.





Thank you

From all of us at Ai, thank you for requesting our
Multi-channel Marketing Automation Made Simple eGuide.

To learn more about Ai Campaign Manager or to request a
quote, contact us at info@associatesinternational.com.



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