



## The Case for Integrated Marketing

Media Marketers  
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

## 1. Today, Media Are Inter-Dependent.

### Online to Offline

"82% of online local searchers follow up offline, via an in-store visit, phone call, or purchase; of these searchers, 61% went on to make purchases."

- "Shoppers Research Online, Buy Locally; Still Rely on Yellow Pages"

Article Pub by MarketingCharts.com on Aug 9, 2007

<http://www.marketingcharts.com/print/shoppers-research-online-buy-locally-still-rely-on-yellow-pages-1246/>

Note: Article summarizes a 2007 comScore Networks study sponsored by TMP Directional Marketing.

### Offline to Online

#### Of People Who Purchased After Seeing a Newspaper Ad



n=421 (Members of respondent group who had purchased a product they saw in the newspaper in the last month)

Google Confidential and Proprietary

Source of Graphic - "Newspaper Ads Help Drive Consumers to the Web"  
Study by Clark, Martire & Bartolomeo for Google published by MarketingCharts.com on Jun 13-08  
<http://www.marketingcharts.com/direct/newspaper-ads-help-drive-consumers-to-the-web-4931/>

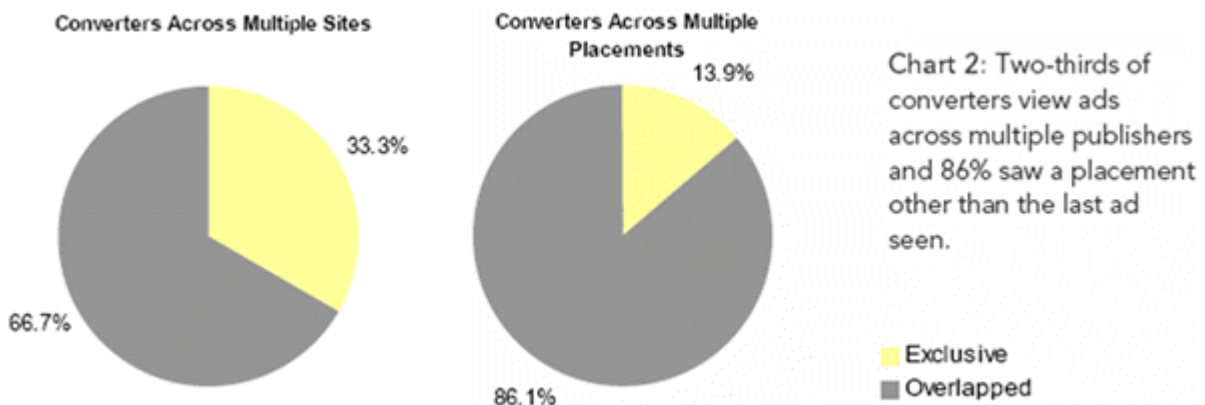
## 2. Multiple Impressions Boost Impact.

"Users exposed to both search and display convert at an even higher rate – 22 percent better than search alone and 400 percent better than display only."

- "The Combined Impact of Search and Display Advertising - Why Advertisers Should Measure Across Channels"

Study conducted by the Atlas Institute in April 2006. Summary written by Esco

Strong [http://www.atlassolutions.com/Atlas.NET/uploadedFiles/Atlas/Content/Digital\\_Marketing\\_Insights/CombinedImpact\\_DMI.pdf](http://www.atlassolutions.com/Atlas.NET/uploadedFiles/Atlas/Content/Digital_Marketing_Insights/CombinedImpact_DMI.pdf)



Source of Graphic - "Higher Conversion Rates When Ads Viewed across Multiple Sites" by aQuantive's Atlas Institute published by MarketingCharts.com on Jun 12-07 <http://www.marketingcharts.com/direct/higher-conversion-rates-when-ads-viewed-across-multiple-sites-624/>

## 3. Multiple Channels Add Credibility and Consideration.

### Credibility

"Nearly half of respondents (48%) said seeing a product in the newspaper after seeing it online would make them trust the product more."

- "Newspaper Ads Help Drive Consumers to the Web"

Study by Clark, Martire & Bartolomeo for Google. Article published by MarketingCharts.com on Jun 13-08 <http://www.marketingcharts.com/direct/newspaper-ads-help-drive-consumers-to-the-web-4931/>

## Consideration

"More than half that group (52%) said they would be more likely to purchase the product if they saw a newspaper ad for a product they already knew about from the internet."

- "Newspaper Ads Help Drive Consumers to the Web"  
Study by Clark, Martire & Bartolomeo for Google. Article published by MarketingCharts.com on Jun 13-08  
<http://www.marketingcharts.com/direct/newspaper-ads-help-drive-consumers-to-the-web-4931/>

## **4. Most Do Advertise across Channels.**

"54% of advertisers spread budgets across three or more media types."

- "Advertising, marketing Spend to Reach 412.4b in 08, Shift to Company Sites"  
Article Pub by MarketingCharts.com on July 15, 2008  
<http://www.marketingcharts.com/television/advertising-marketing-spend-to-reach-4124b-in-08-shift-to-company-sites-5277/>

## **5. Advertisers See Need to Coordinate Marketing Efforts.**

"The survey asked senior marketers to choose their top three issues... Of the 157 respondents, more marketers indicated a greater concern about integrated marketing communications than any other issue."

- "Integrated Marketing Top Issue on Sr. Marketers' Minds"  
Article Pub by MarketingCharts.com on April 7, 2008  
<http://www.marketingcharts.com/interactive/integrated-marketing-top-issue-on-sr-marketers-minds-4141/>

"The rapidly evolving marketing landscape demands an integrated approach," said Bob Liodice, president and CEO of the ANA. "The survey findings confirm that integrated marketing is one of the foundational pillars the ANA believes are critical to create a transformed marketing environment."

- "Integrated Marketing Top Issue on Sr. Marketers' Minds"  
Article Pub by MarketingCharts.com on April 7, 2008  
<http://www.marketingcharts.com/interactive/integrated-marketing-top-issue-on-sr-marketers-minds-4141/>