

# Integrated Marketing



## Integrated Marketing

**By 2014, companies that develop an Integrated Marketing Management strategy will deliver 50% higher Return on Marketing Investment than those who don't.\***

Successful integrated marketing campaigns rely on capturing data and using it to advance and shorten the sales cycle. At DG3, we have the creativity, innovation, experience, tools and technology to plan and implement your next integrated marketing campaign.

### Key Features

#### ► In-House Experts

Start your campaign by consulting with one of DG3's experts. Leveraging our experience with major brands, we can assess your needs and help you choose the right tools and marketing strategy to communicate with your customers.

#### ► Innovative Technology

With advanced mobile marketing technology, DG3 can take your campaign to the next level. QR Codes and Near Field Communication offer a great way to increase engagement with printed materials.

#### ► Engagement Tracking

Using proprietary tracking tools, DG3 delivers in-depth data on how each customer engages with your campaign. We can track everything from opening an email or clicking a link to redeeming a coupon using an individualized bar code, leading to greater insight about how to continuously improve your campaign.

#### ► Data Analysis

Reach out to your audience with a personalized message, using DG3's advanced variable data and campaign logic. Track audience engagement with your campaign, and send targeted messages based on past activity using advanced campaign logic.

#### ► Response Analytics

Follow up with responders based on their preferred method of communication. Our advanced analytics give you insight as to what combination of touches or pattern of marketing vehicles yields the best response rates, leading to better campaign planning and results.



### Benefits

- Get **better campaign response** using targeting and personalization.
- Promote **brand loyalty** by fostering an emotional connection.
- **Stand out** from other marketing messages.
- Improve campaigns based on **analytics** and past performance.
- Maintain brand and **message consistency** online and in print by coordinating your marketing materials under one roof.

\*Gartner, Inc., "Focus on Integrated (Rather Than Enterprise) Marketing Management"



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## Case Study

### DG3 Fuels Blue Buffalo's Customer Acquisition and Loyalty Program

*Integrated Campaign Drives New Customers to Engage, Compare, and Buy*

#### THE CHALLENGE

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Blue Buffalo wanted to create an integrated marketing campaign to expand its presence and acquire new customers. They developed a customer acquisition program called the True Blue Test to supplement its in-store sales force activity and national advertising efforts. True Blue allows new customers to compare Blue Buffalo to their current pet food brand and received a one-time coupon for dog or cat food. To successfully implement this program, they needed a partner to manage and implement all aspects—including personalization, fraud deterrence, and quality control.

#### THE DG3 SOLUTION

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DG3 worked closely with Blue Buffalo to develop the plan for a completely integrated solution including email notification, variable data printing, fulfillment, and database management. For each new request, DG3 digitally printed and mailed the coupon along with a letter personalized with the location of the nearest retailers carrying Blue Buffalo. To limit coupon distribution, DG3 customized each coupon with a unique ID barcode that enabled DG3 to track which customers redeemed their coupons. DG3 managed a database of all True Blue coupon orders—over one million records—to track which households have already received and redeemed their coupon. The entire process is very tight, yet customer friendly.

“Our experience with DG3 has been wildly successful—they’ve been great to work with throughout the complexities of the program and are able to keep pace with the phenomenal growth of our business,” states David Petrie, Vice President of Marketing at Blue Buffalo. “We’ve introduced about 75 new products since last winter, and greatly increased our shelf space in the major pet chains. We’re moving incredibly fast and DG3 continues to grow with us. Every time we ask them for something new it’s ‘Yes, we can, and here’s what it takes.’ DG3 gets it done and out the door.”

In addition to the True Blue Test, DG3 handles production of hundreds of Blue Buffalo collateral pieces, as well as online ordering and fulfillment of sales kits for the company’s 125 sales people and 1400+ in-store product demonstrators.

#### THE RESULTS

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- A completely integrated implementation program that has contributed to Blue Buffalo's tremendous growth
- Processing and management of 10,000-12,000 coupon requests per week
- Collateral production and support for 75 new product launches under the Blue Buffalo brand
- A customer engagement platform that builds an expanding direct-to-consumer database

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#### DG3 Digital Marketing

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#### About DG3 Digital Marketing

DG3 Digital Marketing, a business unit of DG3 Group, is a comprehensive provider of end-to-end web, mobile and social solutions. Utilizing a unique Target/Engage/Transact approach, we help our clients implement and execute marketing communication campaigns that reach more consumers using multiple mediums to create more interactions that ultimately drive more transactions. For more information visit [www.dg3.com](http://www.dg3.com).

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