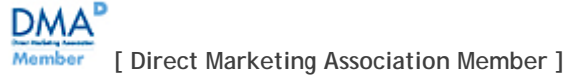




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Tools for Cross Media Marketing

Cross media marketing is only as good as the tools provided to get the job done. At BAM! Direct we utilize a wide variety of options to deliver targeted multi media campaigns for real and lasting results.

Once again, the types of cross media advertising used will greatly depend on your company's brand and the demographic you desire to reach.

BAM! Direct can offer a number of time honored approaches that have been proven to be effective when applied in a direct and focused manner.

These tools include but are not limited to:

Grass Roots Direct Marketing

Although the internet has a global reach, it still pays to invest a bit of advertising capital in good old-fashioned direct mail marketing campaigns. Sending postcards, flyers, self mailers and letters are all viable methods of increasing market visibility to a concisely targeted group. This is a great aspect of cross market advertising, because the more visible your brand, the more likely consumers will turn to your company when they have a need to.

1

This type of cross media promotion can also create awareness about an existing web site, enabling individuals to sign up for relevant product based mailing lists, which leads us to...

Multi-Channeled Internet Marketing

The use of personalized email, personalized URLs and social network campaigns is a growing trend that is reaping huge rewards for companies willing to tap into this resource. Multi media marketing campaigns that utilize online databases have a greater reach and can effectively connect you to your customer base.

- ❖ **Personalized Email** -- cross media advertising that utilizes personalized emails (*i.e.* those that greet the customer by name) can be highly effective and increase your company's professionalism. Personalized emails also assist you in connecting with consumers in a way that builds lasting business relationships.

**BAM! Direct, Inc. Targeted Cross-Media Marketing:
*Test it, Measure it. Know what works.***

Strategically integrate your direct marketing channels:
Direct Mail, Email, PURLs, QR Codes, SMS, SEO Organic-Search Websites



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- ❖ **Social Networking Sites** -- in recent years, studies have indicated that popular social networking sites are great ways to make the buying public aware of new product services and brands. This makes social networks a veritable gold mine, as they can increase consumer awareness in a meaningful, targeted way.
- ❖ **PURLs** -- used in conjunction with **cross media promotion** tools like direct mail, PURLs (personalized URLs) can establish **cross media data tracking** that enables you to learn more relevant information about your customers and prospects.

Cross media marketing can also incorporate the use of mobile messaging, print ads, Google adwords, PPC (pay per click) and more.

Once your company has obtained the necessary **cross marketing analytics**, you can use the information to create an even greater business-to-consumer or business-to-business relationship that will potentially culminate in customer brand loyalty.

Contact the **cross media marketing specialists** at **BAM! Direct** for your free consultation and find out more about our varied **cross media marketing** platforms today.

2



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