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[ Direct Marketing Association Member ]

## Multi-channel Marketing aka Cross Media Marketing Utilizes Personalized URLs for Conversion.

Multi-channel or cross marketing campaigns take time worn as well as new marketing concepts and combine them in an effort to reach as many people, in as many ways, as one conceivably can. A concept that is relatively new to the game but has seen immeasurable success is the use of personalized URLs, otherwise known as PURLs.

### Personalized URLs used for conversion

As any marketing guru well knows, the hardest thing to do in the sales arena is to obtain the interest of a potential buyer. Once interest is cultivated, closing the sale is even harder. The steps utilized to get an individual from disinterested to interested to sold is called conversion.

The idea of conversion looks simple enough but can involve many factors. Chief among them is buyer interest. Does the buying public want what you have to sell? Other conversion factors to consider are:

- Affordability -- during hard economic times people tend to cut back on expenses.
- Demographic -- items that appeal to women may not appeal to the men and vice versa -- likewise for youth to elderly.
- Personal tastes -- a student of human nature would be able to tell by manner and dress how to approach an individual to solidify a sale.

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However, there are certain products, goods and services that can appeal to a broad range of people and/or be so useful that they are worth the expense. Of course, such a product would have to be placed before a buying audience for greater market visibility.

Cross marketing techniques that utilize personalize URLs can provide that outlet.

### Multi Channel Campaigns and Personalized URLs for conversion

Consumer distrust has grown over the years and with good reason. Customers have begun to feel as if Big Business only cares only about their bottom lines. In such an environment, building consumer loyalty as well as consistent conversion can be difficult.

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**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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When a Personalized URL is used in a multi-channel marketing campaign, it can send a signal to potential clients that you value them as a customer. The reason is simple. The customer feels personally addressed and less like a faceless number.

Personalized URLs can be utilized in just about any number of marketing campaigns as well. These campaigns include but are too limited to:

- Direct mailer campaigns with PURLs on them
- Personalized postcards and corp., invitations with all pertinent info
- Web to print and print on demand with personalizing options
- Email campaigns that target your demographics wants and needs and include PURLs that can be followed to potential "conversion"

Contact us today to learn more about how to successfully bring potential clients to a near reliable point of conversion, utilizing multi-channel marketing and personalized URL's.



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