



Integrated Marketing

by Edward T. Manzitti, Ph. D.

Once upon a time direct marketing campaigns were limited to a single channel, usually direct mail. While direct mail remains an effective communication channel, today's successful marketer relies on multiple channels that compliment each other.

It should come as no surprise that according to recently published DMA research more than four out of five marketers are integrating their marketing campaign. Marketers are including email and other digital media. Our research indicate4d that 80% of respondents reported using email. At the same time, more than 75% of the respondents continued to use direct mail. The digital age is upon us, but traditional media will not disappear anytime soon!

Direct mail also continues to be effective generator of revenue for marketers. Respondent's attributed almost 30% of campaign-generated revenue to direct mail, followed by email with 22% of revenue.

When asked how their media use has changed over the past 3 years, only 40% reported using more direct mail. Over 75% of respondents stated they were using more email. Sixty-one percent reported using more online video, while 63% indicated that they were using more search engine marketing.

We can expect these trends to continue. When asked to project how they will use media n the future, the marketers reported a continued use of offline media with an increase in the use of email as well as other digital media. An increased use of new media was cited by 79% of respondents, while 73% expect an increase in search engine marketing, and 62% will increase use of campaign URLs or PURLs.

Q & A with the Researchers

Q. In multi-channel catalog marketing, which channel is producing the largest proportions of revenue?

A. Our survey respondents report that their paper catalog is still the strongest revenue generator among all channels – generating an average of nearly 50% of sales in 2007 and 2008. In addition, despite some tendency towards channel cannibalization, 26% of these respondents' Internet sales were additional- they would not have occurred without existence of the respondent' Internet site.

Q. What are some of the trends in the catalog industry?

A. With the catalog industry using more than one channel to sell their products, almost 90 percent of respondents track response rates for online buyers separately from offline buyers, compared to around 60 percent in 2005 and 2006. Survey respondents experienced an increase in sales in 2007 and 2008. There was also a large increase in circulation over the past five years, likely a result of more companies using catalogs to drive web business.