

WHITEPAPER

The Case for Integrated Marketing

*The Marketing Approach
That Most Businesses Overlook*

By Sagefrog Marketing Group



Abstract

Marketing managers and executives are always seeking a marketing edge to set their company apart from the competition and attract the right leads, all while gaining a significant return on marketing investment (ROMI). Integrated marketing is a concept coined in the late 1980s that has evolved alongside modern marketing trends to provide today's professionals with the very marketing engine they seek.

In this whitepaper, we'll explore the basics of integrated marketing and the specifics that make it tick to help you understand the marketing approach that many marketers overlook. But with this concept's little-known effectiveness, you might be wondering: If integrated marketing is so successful, why aren't more marketers taking it seriously?

We'll answer that question and more, but not before sharing this idea: **When the road less traveled and the road more traveled are available to you, take both.**

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About Integrated Marketing

Integrated marketing aims to drive strong and consistent brand awareness, attract qualified leads and deliver a high return on investment by integrating multiple tactics to optimize spend. With branding and planning as its foundation, this approach accomplishes both business and marketing goals and leverages the tools and technologies of today to supplement tactics with analytics and automation while creating a cohesive consumer experience across all channels.



Integrated marketing is more than a marketing strategy or tool; it's an approach much like the concepts of inbound and outbound marketing, but unique in that it's the controlled combination of individual concepts. It's not an either-or approach—it's an all-in-one.

Taken out of its marketing context, "integrated" implies the complete control over all aspects of production, from the gathering of raw materials to the distribution of a finished product. Keep this definition in mind as you learn how integrated marketing brings together the strategies, tools and programs needed to see accelerated success in modern markets.

INTEGRATED :

marked by the unified control of all aspects of production from raw materials through distribution of finished products

MARKETING :

the process or technique of promoting, selling and distributing a product or service

VIA MERRIAM-WEBSTER

The History of Integrated Marketing

As new marketing channels emerge through the development and growth of digital marketing and interactive content, integrated marketing has become the smart choice for companies attempting to cut through the noise. To understand the opportunity that integrated marketing presents, we must examine the milestones that led to the introduction and recent rebirth of this all-encompassing approach.

MAJOR MILESTONES

1989

The American Academy of Advertising coined the term integrated marketing communications, popularized in the early 90s by Don Schultz (Northwestern) and Philip Kotler (Kellogg), which referred to the integration of traditional marketing channels.

1998

Google launched the concept of search engine optimization, which set the foundation for modern digital marketing and website development strategies.

2006

HubSpot offered the breakthrough marketing concept of inbound marketing, which sparked the trend toward digital marketing integration.

In the years that followed, big marketing brands and platforms, such as IBM, Adobe and Salesforce, have integrated digital and introduced marketing clouds, yet still provided limited traditional integration.

2018+

While digital has been great for marketers, contributing directly to KPIs like acquisition cost and ROI, leaders of businesses small and large are shifting their focus back to revenue and are experiencing a renewed interest in traditional channels. Therein lies the opportunity to fully integrate all marketing tactics and platforms to include digital and traditional channels.

The Integrated Marketing Framework

The successful execution of integrated marketing requires the interplay of several strategies, tools and programs. Designed as a top-down and step-wise approach, the integrated marketing framework sets your foundation for success, builds your arsenal of tools and then takes that groundwork to market with ongoing tactical programs. By consistently applying your brand’s foundational messaging and visual identity throughout each of these focused efforts, your company will be able to efficiently and effectively have new messages seen, heard and remembered by the audiences that matter most.



Integrated optimization is an important part of the integrated marketing framework. This is the activity of regularly reviewing performance metrics and KPIs to understand what programs are working well and what programs need tweaking. It also allows you to periodically adjust your marketing plan to do more of what’s working and less of what’s not in order to optimize your marketing spend and accelerate ROI.

The Benefits of Integrated Marketing

Results show that companies using integrated marketing experience fast exponential growth. Learn the top business benefits of integrated marketing, then read on to see how real companies have benefitted from putting it into practice.

✔ Create strong and consistent brand awareness

It takes seven times for people to hear a message completely for the first time,¹ so it's important to make several great impressions on your audience to build brand awareness. If you're looking for a way to use both traditional advertising and inbound techniques to create these impressions, integrated marketing is the answer. With consistent messaging and visuals on all available marketing channels, your audience will better understand and remember who you are and how you can help.

✔ Attract qualified marketing and sales leads

By using all available marketing channels, including paid advertising to target specific audiences, you ensure your marketing dollars are spent on consumers who are a good match for your company. Plus, with a mix of inbound and outbound strategies at play, you're not just reaching out to qualified leads; you're also giving others the opportunity to find you no matter where they are in the buyer's journey.

✔ Drive higher return on marketing investment

Integrated marketing is a practice that leaves no stone unturned and no lead ignored. By hitting the pavement hard executing tactics on all channels, you obtain more leads fast and accelerate your ROMI. And by completing a brand strategy upfront, you'll actually expedite the creation of materials that have multipurpose functions, spending less time on project management and development and more time getting your messages across.

✔ Achieve a mix of business and marketing goals

Integrated marketing is just as much of a business investment as it is a marketing one. Whether your goal is to increase qualified leads or elevate your reputation, integrated marketing helps drive revenue to your bottom line, allowing your team to achieve short-term objectives and long-term visions much more easily and strategically. Integrated marketing is also a great way to align marketing and sales teams for greater success.

Traction: Get a Grip on Your Business by Gino Wickman

INTEGRATED MARKETING SUCCESS STORIES



Warehousing and Logistics Company

A nationally recognized 3PL provider sought greater demand and lead generation as well as ongoing and integrated marketing support to stay competitive in a saturated marketplace.

Driven by technology, the logistics and transportation industry is no stranger to web-driven sales, so creating a strong online presence was the apparent key to enhancing lead generation. The Company's integrated marketing program included an optimal mix of organic and paid search tactics, including highly targeted Google AdWords campaigns as well as traditional and event marketing.

Supported by integrated marketing, the Company solidified its leading rank as a nationally recognized 3PL and expanded its geographic footprint with a new warehousing facility. Website traffic increased significantly month over month and in less than one year the Company received an influx of nearly 250 qualified leads and converted sales.

NOTABLE ACHIEVEMENTS INCLUDED:

- 250 qualified leads within one year
- Client base grew by 50%
- Overall company grew by 20%

INTEGRATED MARKETING SUCCESS STORIES



Clinical Trial Technology Company

A leading clinical trial technology and specialty services provider sought a professional public relations program to augment the news of its acquisitions, company developments, employee moves and awards. Over time, the Company identified a greater need for integrated marketing services.

The integrated marketing program included visual and verbal branding for new product and service lines as well as digital, traditional and content marketing. The public relations program helped launch and gain traction for new products while content marketing initiatives took shape in the form of case studies and a gated eBook on improving Alzheimer's disease clinical research. All PR and content marketing initiatives also included email campaigns and landing pages.

The program successfully positioned the Company as a strong competitor in the clinical trial technology and specialty services space while simultaneously reinforcing their scientific leadership in Alzheimer's disease research. This was primarily accomplished through the assembly of the Alzheimer's disease eBook, which elegantly compiled their extensive experience in the industry.

AS THE COMPANY'S HIGHEST PERFORMING MARKETING EFFORT, THE ALZHEIMER'S DISEASE CAMPAIGN GENERATED:

- 3,000 qualified leads
- 40,000 website visitors

INTEGRATED MARKETING SUCCESS STORIES



Lab Supplies and Solutions Company

A laboratory supplies and solutions company that provides the same level of service and supplies as its industry's biggest players struggled with an outdated brand identity that portrayed a smaller, less sophisticated operation. With multiple target markets and an emerging services division, the Company sought distinct messaging and professional sales collateral to penetrate the marketplace and solidify its position as a market leader.

To unlock the Company's potential, a comprehensive brand strategy gave them a clear mission, vision and positioning statement, separate messaging platforms for each target market and a visual identity and messaging system for its services division. To activate the updated brand in the marketplace, an integrated marketing program spanned public relations, online and print advertising, tradeshow marketing, sales support and collateral.

Following its brand launch, the Company experienced unprecedented success with a growth rate three times the industry average. The updated brand and collateral helped the Company reach its primary market segments and expand in the US marketplace.

HIGHLIGHTS INCLUDED:

- 18% growth in the academic market; the industry average is just 3%
- 11% growth in the biopharma market; the industry growth rate is only 4-5%
- 10% actual growth from previous year; the industry average is only 3% in the US market
- 54% growth in the life sciences portfolio as a result of positioning the Company as a complete source