

Integrated Marketing Why It Works



Integrated Marketing Explained

Definition

Integrated Marketing is a system that provides consistent messaging, using tools that complement each other and guide qualified leads seamlessly through the buying process.



GENERATE

Raise interest in your product or service by targeting your ideal customers. It's the beginning of the customer's buying journey.

Build a crucial relationship with your prospects, reminding them of your products or services during their purchase decision.

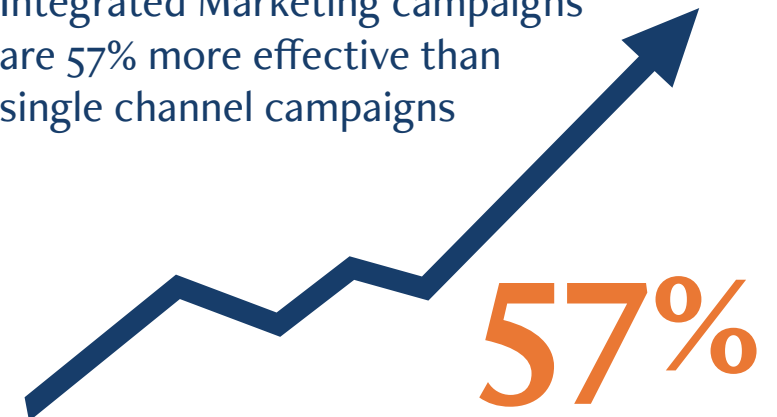
NURTURE



CONVERT

Turn qualified and nurtured leads into sales opportunities during the final stage of the customer's purchase decision.

Integrated Marketing campaigns are 57% more effective than single channel campaigns



Study by Kantar Millward Brown



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*Who is
our ideal
customer?*

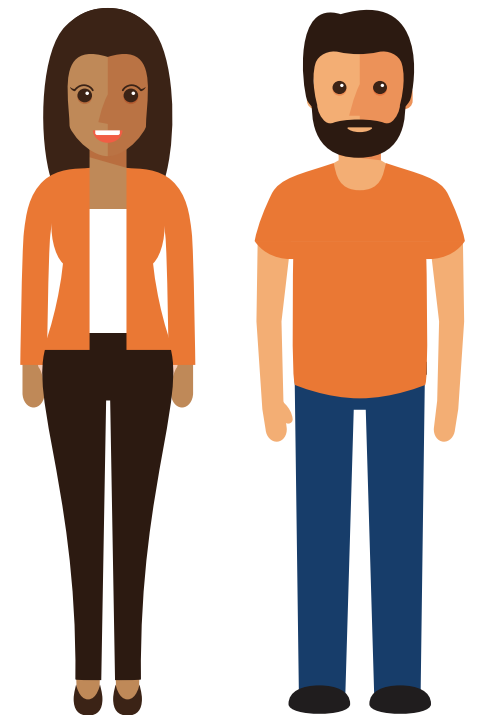
Lead Generation

Get found by your most profitable targets

Where can your ideal customer be found? Some of the most effective tools for generating leads are Social Media, Search Engine Optimization and Google Ads.

The first step in the sales process is to make potential customers aware of your brand, what you offer, and how it will improve their life. The most important component of lead generation is targeting the right audience with a tailored message. We'll help your business key-in on who you are speaking to and what they want to hear.

*By targeting your ideal customer,
you minimize unqualified leads and
maximize your lead generation dollar.*



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Lead Nurturing

Keep your business top-of-mind

Once a prospective customer knows about your brand, two things happen. If you're lucky, they'll impulsively purchase your product or service. More often than not, however, they will wait to make a purchase decision. **This waiting period is your best opportunity to nurture the lead.** When all your marketing tools work together, your brand stays top-of-mind while prospective customers mull their options.

*We're having
a SALE!*

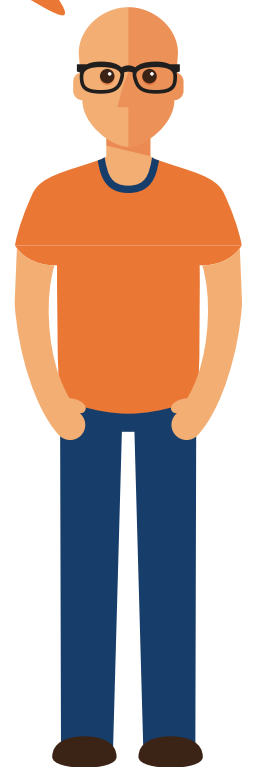
**Email
Marketing**



**Social
Media**



**Online
Reviews**

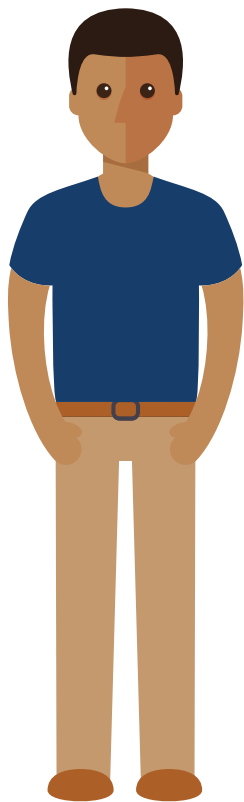


Email subscribers are 3 times more likely to share your content via social media than visitors from other sources.

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Lead Conversion

*Book now for
20% off!*



SHOP NOW

SCHEDULE A CALL

SIGN UP!

When it comes time for the purchase decision, brands that have been consistently reinforcing their message while staying relevant and helpful to the customer will be considered first. **By using strategically placed calls-to-action across your marketing channels, we'll guide the customer to an easy purchase.** We can also use special offers, feelings of exclusivity, and personalized communications to help close the sale when the customer is ready to buy.

“You can bait the hook and toss it in the water, but if you never reel it in, you’re just feeding fish.”

Maximize Your Marketing Dollars for Better Business Growth

- ❓ Do you struggle to know which marketing tools are right for your business?
- ❓ Were you burned by an agency that promised growth and didn't deliver?
- ❓ Are you taking full advantage of every dollar in your marketing budget?
- ❓ Feeling frustrated by the amount of time, effort, and skills needed to build and execute a marketing plan yourself?

**Contact Solutions For Growth to discover more
about integrated marketing and the
ideal solutions to help grow your business.**

