



Integrated Marketing 2.0

Generating Marketing Capital

White Paper

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Generating Marketing Capital

More than a decade ago marketing professionals began developing [*Integrated Marketing Communications*](#) to make all aspects of traditional media work together as a unified force, rather than working in isolation. Over the years agencies and marketing departments have adopted these changes and many have added social media to the mix.

With the growth of new media in the past five years, the next evolutionary step for marketing has arrived. The future [*Manifesto of Marketing Communications*](#) suggests a shift in thinking.

- It all starts with respect
- Listening is marketing
- Participation is marketing
- Media is marketing
- Conversations are marketing
- Comments are marketing



A new approach to marketing is warranted. ***Integrated Marketing 2.0*** - leverages traditional, online and social media with business development to create Marketing Capital and generate results. It analyzes your product/service; determines the relative power of each medium; and then integrates them to optimize your results.

A truly ***Integrated Marketing 2.0 Strategy*** goes beyond brand continuity. It is designed to connect users by creating relationships; thus creating communities of engaged and connected users sharing conversations.

Let's look at the factors that distinguish traditional, online and social media.

15 Factors Distinguishing Media

Characteristic	traditional media	online media	social media
Tools	Advertising (TV , radio), billboards, direct mail	Websites, banners , ecommerce, Search engine optimization	Blogs, wikis, video on demand, social media optimization
Branding	Control brand and growth	Promote brand- some control	Set the brand but cannot control - based on user feedback
Approach	Closed, directed	Can be dynamic and updated regularly	Open , responsive – listen, adapt
“Sales Process”	Push	Combination pull/pull	Pull
Content	Paid spots, advertisements	User friendly information directed to action	Conversations, articles, reviews
Target Market	Demographic groups	Niche markets	Networked communities. Pinpointed segments
Content Creator	By advertising agency	By company	By user
Interactivity	None – one way	Both static and interactive	Interactive and real time
Entry	High expertise	Moderate	Low expertise
Distribution	Controlled by media	Organic and sponsored placements	User controls distribution
Results	Purchase	Subscription, purchase	Information, purchase
Measurement	Sales, market research	Daily web stats, sales	Detailed daily metrics, sales
Information on Company	Sent to user	Posted on website	Automatically delivered to user - RSS feeds, email alerts
Search Engine Placement	Not Available	Using keywords and links can be achieved with regular maintenance	Occurs dynamically with each new update supporting a key word
Time frame	Immediate	Pay per click – immediate Organic SEO- 6+mo	Social network- immediate Web TV – immediate Blog- 6+ mo
Cost	High	Moderate	Low
Return on Investment	Low	Moderate	Very high

Table 1

What is Marketing Capital?

Marketing Capital is new value generated for your business by creatively:

- applying your network of contacts and expertise to your social networks (e.g., LinkedIn, Twitter, Facebook)
- becoming a thought leader in your area of expertise
- synergizing traditional, online and social media with business development

With the addition of social media to marketing strategies, there are new opportunities to create and leverage **Marketing Capital**.

The results are greater than the sum of each of the media inputs, including :

- impact the market, gain Top of Mind awareness
- establish competitive advantage
- efficient use of marketing dollars
- strengthen your Company, Employer and Personal Brand
- expand exposure by driving your message across media,
- access the viral power of user distribution

Leveraging Marketing Capital

The following are some of the venues used to create, build and leverage **Marketing Capital**.

Leveraging Marketing Capital

Venues	Action	Results
Identify online image	Google your Company Name and industry market /location	→ Develop a baseline for Marketing Capital
Collect valuable input (online focus group/ user survey)	Generates powerful marketing data	→ Design targeted strategies
“Fish with what the fish like”	Access detailed demographics of social network profiles	→ Market a clarified brand to the target markets
Optimize media buys	Pool media; direct resources to more affordable new media	→ Low cost setup, reduce costs; increase results
Catalyze social media (blog, Twitter, Facebook podcast) -	Post content across social media; stimulate engaging conversations	→ Mobilize viral marketing
Expand search engine optimization-	Analyze current website; incorporate regular content updates	→ Increase organic search rankings
Establish online video station-	Create input, target audience	→ Leverage distribution nationally, globally
Expand outreach to advisor network	Interlink current network with social network contacts	→ Expand outreach to leaders globally in targeted industries
Mine referral network-	Access referrals, shorten sales recruitment process/cost	→ Increase closes/results

Table 2

The Next Four Steps

The development of *Integrated Marketing 2.0* is at its infancy. Marketing professionals and the “newly invented” social media strategists are experimenting with the new media – how to measure, monetize and combine it with traditional advertising venues. Some have achieved incredible results in terms of market research, product development, outreach and distribution. Former Forrester analyst Peter Kim provides a phenomenal and continuously updated [list of brands and companies using new media](http://www.beingpeterkim.com/2008/09/ive-been-thinki.html). (http://www.beingpeterkim.com/2008/09/ive-been-thinki.html) Professionals are working on refining strategies, measuring outcomes and replicating results.

Here are four next steps for businesses to develop *Integrated Marketing 2.0*.

1. Commitment among owners and senior management to new ways of thinking:
 - Accept the [Manifesto of Marketing Communications](#)
 - Let go of assumptions about traditional media
 - Develop an understanding of how each medium interacts and augments each other
 - Learn interrelated social media tools
 - Leverage *Marketing Capital*
 - Gain buy-in from marketing team
2. New *Integrated Marketing 2.0* teams need to be assembled that blend an understanding and experience of the three different media. With little experience and a proven track record, these teams need to collaborate to adjust/innovate their current marketing strategies and track the results.
3. These teams need to develop a *Strategy* that builds *Marketing Capital* as an asset and leverages it across different media. The team needs to be creative in using the power of each medium to exponentially drive the message to a broader market.
4. Businesses need to test, measure and evaluate the results and share them with their colleagues.

Competitive Edge

[Groundswell](#) documents that social media is changing the user, the marketing tools and the mindset of businesses. New media is generating results and return on investment. Traditional media is not going away! It is declining as the dominant force in the marketplace but still plays a critical role in the new mix. It's going to evolve and be used in new and creative ways to support and augment social media.

The next three years will see a refinement of *Integrated Marketing 2.0 Strategies*. ***Businesses that engage these strategies will increase in their Marketing Capital and realize a powerful competitive edge.***

About Ira Kaufman

Ira Kaufman is a Marketing & Social Media Strategist. He uses his business experience and contact network to develop the potential of companies and organizations. He challenges owners and senior managers to clarify their business direction and translate them into a consistent brand through an internet presence and media strategy.

He achieves results through working with management teams to develop competitive advantage by attracting and retaining the best talent and developing an integrated marketing strategy that leverages traditional, online, and social media.

Ira has a PhD in Marketing and serves as a consultant, public speaker, and lecturer for MBAs and Senior Executive programs.

About Optimized Strategies

Optimized Strategies integrates online and social media with traditional advertising generating cost-effective results. Our comprehensive approach develops results-oriented WEB2.0 marketing strategies to maximize your business objectives. Founded in 2004, we provide our clients with branding services, business development, web design and social media marketing services.

We collaborate with you to serve as your outsourced marketing team.

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