**Creating Return on Investment for Interactive Marketing**

### Interactive Marketing's ROI

As more and more businesses see the value of interactive marketing, they also aim to measure the effects of patron interaction between digital display campaigns, the web, and mobile marketing, including branding factors (awareness and engagement) and sales.  I.C.G. offers interactive solutions that allow companies of all sizes to build captive communities of fans, patrons, customers and others that are accessible at the Point of Purchase (POP), on the Web, and Handheld Mobile Devices.  When implemented properly, our interactive applications combined with social networking and mobile marketing, are a great new way for businesses to inform and connect to their patrons in real-time. This unique model creates an ROI dream for sales and marketing groups.

### Measuring ROI

ROI is most often measured by sales and rarely by engagement or brand awareness.  Simply put, we believe that when an organization spends $100k on an in-store ad campaign the sales figures and/or survey data should be instantaneous as well.  Not provided in 60, 90 or even 180 days.

I.C.G.'s interactive applications are the perfect tool for generating direct responses, enabling the measurement of ROI that lives purely in fan interaction and brand loyalty.  One of the best uses of POP, web, and mobile is as an interactive channel for a fully cross-platform campaign.  Consumers, fans, and patrons move money through mobile devices daily around the globe. However, there are not nearly enough opportunities to do so.  The biggest obstacle to conversion is convenience of purchase at the point the message is received, anytime, anywhere, while brand or product is still fresh in their mind.

### Interactive Applications

Interactive Digital Media is beyond passive signage and is so much more than just TV.  We have found that people over time learn to ignore much of the advertisements on digital signage which is why our applications (*ICtweedia™, ICview™, ICstats™, ICmsg™, and many more*) always prompt people to a call to action, to access their phones (since they are usually using it anyway) and text, tweet, send pictures, encouraging everyone in the venue to participate in the campaigns rather than just watch them.  The unique feature is that once you get the individual to respond to a campaign, you have built a bridge to critical highways of communication, the mobile device and web.

Our vision is to see POP advertisements that work seamlessly with rich mobile marketing, bringing loyalty rewards programs, ringtones, wallpaper, apps and coupons into the hands of the shopper while they are at the venue.  I.C.G. has one of the first truly comprehensive ways to use social media like Twitter and Facebook in a way that doesn't transfer ownership and control of the brand over to those sites.  Our interactive applications (*ICtweedia™, ICview™, ICstats™, ICmsg™, and many more*) allow a brand to utilize the enormous popularity of social media and to do so with the maximum amount of control.  The captive communities that we build are filtered in real time, monetized and branded.

### Increase Brand Awareness and ROI

Many American consumers have their mobile devices with them all day long, including when they are shopping, at sporting events, concerts, etc.  Reaching a receptive audience presents a big opportunity to influence impulse purchases and fan engagement.  I.C.G. provides the tools necessary to deliver unique offers and "calls to action" that are not available through other channels.  Make mobile stores, text-to-buy programs, paperless coupons, and fan loyalty a priority by putting POP, web, and mobile offers on every campaign.  Advertise a series of events, specials, calls to action and provide interactive applications to increase consumer engagement and transform patrons into a community of followers who essentially market your brand.

## Brand Loyalty

The success of a firm depends largely on its capability to attract consumers towards its brand(s). In particular, it is critical for the survival of a company to retain its current customers, and to make them loyal to their brand. Firms with a high rate of loyal consumers have a competitive advantage over firms with a great deal of turnover. Brand loyal consumers reduce the marketing costs of firm. The costs of attracting a new customer have been found to be approximately six times higher than the costs of retaining an existing customer.

Build a strong and loyal community with I.C.G.'s interactive digital media as follows:

- **BUILD** customer loyalty by conveying your message as well as providing an innovative way for customer feedback
- **BROADCAST** effective messages to target audiences via web, the Point of purchase and/or mobile devices
- **CAPTURE** customer information in real-time (email address, phone numbers, Twitter/Facebook account, etc.)
- **PROMOTE** and increase your brand awareness
- **DISPLAY** aggregate social networking, filter content, and deliver messages to multiple locations through the use of web, venue and mobile devices from anywhere and anytime

## COMPELLING STATISTICS

| Social Networking | twitter | facebook | Linked in |
|---|---|---|---|
| **Registered Users** | 75,000,000 | 500,000,000 | 75,000,000 |
| **Description** | Twitter enables its users to send and read other users' messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page | Used by companies to advertise through the creation of a fan page | LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. |
| **Advertisement** | Advertisement space is available on mobile apps that followers download in order to download and check their Tweets | Once a fan page starts gaining traction with people in your network, people start to see advertisements pop-up on main "news feed" page to alert user of what items are trending | Advertisement is available through sponsorship. Provides people a way to post a box to their profile which displays their current reading list. |

## Text Usage

In the United States, text messaging is also popular; as reported by CTIA in December 2009, the 286 million US subscribers sent 152.7 billion text messages per month, for an average of 534 messages per subscriber per month. The Pew Research Center found in May 2010 that 72% of U.S. adult cell phone users send and receive text messages. (*Source: Wikipedia-Text Messaging*). American teens send or receive 3,339 texts a month. That's more than six per every hour they're awake – an 8 percent jump from last year. Using recent data from monthly cell phone bills of more than 60,000 mobile subscribers as well as survey data from over 3,000 teens, The Nielsen Company analyzed mobile usage data among teens in the United States for the second quarter of 2010 (April 2010 – June 2010). No one texts more than teens (age 13-17), especially teen females, who send and receive an average of 4,050 texts per month. Teen males also outpace other male age groups, sending and receiving an average of 2,539 texts. Young adults (age 18-24) come in a distant second, exchanging 1,630 texts per month (a comparatively meager three texts per hour).

**Text usage by Age**
Q2 '09 - Q2 '10, Customer Value Metrics, National
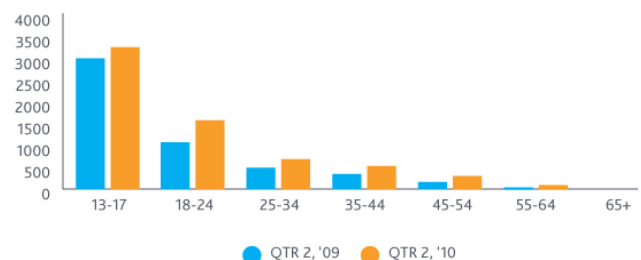
**New 1020 Placecast Survey shows 42% of 18-34 Year-Old Cell Phone Owners are interested in receiving location based advertising specials, provided they Opt-In for such alerts.** *(February 16, 2010)*

According to a new survey conducted by Harris Interactive, American consumers are interested in receiving opt-in marketing messages. The survey of 2,029 adults, ages 18 and older, measured cell phone owner preference levels and receptive for mobile marketing messages from brick-and-mortar businesses.

The results found that 42% of 18 to 34 year old cell phone owners and 33% of 35 to 44 year olds are at least somewhat interested in receiving alerts about sales on their cell phones from their favorite establishments. Below are interest levels by gender in receiving opt-in shopping alerts on their cell phones:

| Men | Women |
|---|---|
| 51% of men ages 18 to 34 | 34% of women ages 18 to 34 |

Currently, only 1% of cell phone owners receive alerts about sales at their favorite establishments on their phones. Yet, 26% would be at least somewhat interested in receiving such alerts, assuming they were permission-based. Food, entertainment and consumer products top the list of categories.

The survey found that about 9-in-10 U.S. adults have made an impulse purchase when they were out shopping in a store based on a sale or a special near where they were. 22% of adults owning cell phones make this type of impulse purchase at least once per week. Among women with cell phones ages 18 to 44, 27% report making at least one impulse purchase a week. Among men 18 – 34, this number rises to 31%.

**Mobile subscribers; handset data; mobile Web usage; mobile ad spend and more - dotMobi**

1. Mobile subscribers will surpass 5 billion in 2010
2. Half a billion people accessed mobile Internet worldwide in 2009. Usage is expected to double within five years as mobile overtakes the PC as the most popular way to get on the Web
3. By 2011, over 85 percent of new handsets will be able to access the mobile Web
4. SMS is still king of mobile messaging with more than 6.1 trillion messages sent in 2010. Despite the popularity of mobile email, IM and MMS, SMS is predicted to exceed 10 trillion in 2013
5. Estimates for expenditure on mobile advertising and marketing worldwide ranged from US$1.4 billion to $7.5 billion in 2009, all analysts forecast rapid growth. Google now makes US$1 billion in annual mobile ad revenues, and US mobile ad revenues are expected to hit US$1 billion in 2011
6. The most used mobile apps in the US are games; news; maps; social networking and music. Facebook, Google Maps and The Weather Channel (TWC) rule. Demand for download mobile apps is expected to peak in 2013.

Social Media Programs Don't Measure ROI

According to an August 2009 survey by Mzinga and Babson Executive Education, 86% of professionals in a variety of fields said that they have adopted social media in some way.

While the survey results are great in that they indicate an enhanced role for social media in many industries, it also indicated that some professionals or companies are adopting social technologies without having a way to actually measure how effective or useful the measures actually are. In fact, 84% of respondents said they don't currently measure the ROI (return on investment) of their social media programs (*Twitter, Facebook, LinkedIn, etc*.). Businesses want to be able to measure the ROI of their social media strategies and campaigns, but they don't know where to start.

I.C.G.'s Interactive Social Networking Applications allow companies to access core marketing data that provide the tools necessary to interact and obtain real-time market trends from patrons, fans, customers, and others, increasing brand loyalty and ROI.

**FOR FURTHER INFORMATION, PLEASE VISIT US AT [WWW.ICGINFO.COM](WWW.ICGINFO.COM)**