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. Find out what is driving consumer behavior while building a database, allowing instant patron reach and brand awareness. Advertise a series of

events, specials, calls to action and provide interactive applications to increase fan 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

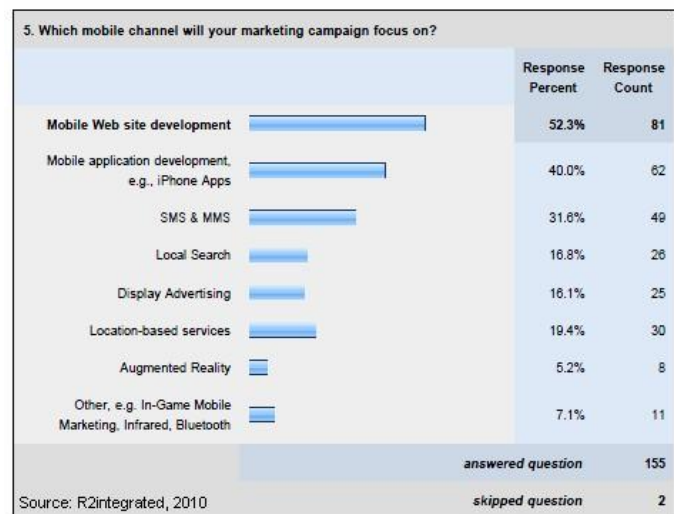## COMPELLING STATISTICS

Measuring Success

Marketers and business professionals cite improving company visibility as their main reason for executing a mobile marketing campaign, followed by lead generation (34%), a necessity to compete (26%), and increasing direct sales (24%).

However, asked to measure success, most point to tangible increases in new business:

- Customers: 49%
- Sales: 39%
- Company visibility: 34%
- Mobile subscribers: 24%
- Market share: 15%

Mobile Channels

Over one-half (52%) of marketing and business professionals plan to focus on mobile website development as part of their marketing strategy, followed by mobile application development (40%), and SMS (text) and MMS (multimedia) messaging campaigns (32%).

5. Which mobile channel will your marketing campaign focus on?	Response Percent	Response Count
Mobile Web site development	52.3%	81
Mobile application development, e.g., iPhone Apps	40.0%	62
SMS & MMS	31.6%	49
Local Search	16.8%	26
Display Advertising	16.1%	25
Location-based services	19.4%	30
Augmented Reality	5.2%	8
Other, e.g. In-Game Mobile Marketing, Infrared, Bluetooth	7.1%	11
answered question		155
skipped question		2

Source: R2integrated, 2010

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

Of those interested in receiving alerts, 53% would be at least somewhat interested in being notified about restaurant specials around them. In addition, nearly 2-in-5 of these adults would like to receive alerts about sales for the following:

Alert Type(s)	Level of Interest (%)	# of Adults (based on survey of 2,029 adults)
Movie Alerts	43	2-in-5
Weather Information	39	2-in5
Clearance Information	37	2-in-5
Clothes Specials	30	3-in-10
Fast Food	27	3-in-10
Electronics	25	¼
Music	24	¼
Happy Hour/Bars/Clubs	21	¼

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%.

Among cell phone owners in households with children under 18, 37% are at least somewhat interested in receiving opt-in alerts on their mobile phones. This number rises to 44% in households with children under age 6.

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