

ADOPTING OMNI-CHANNEL

In the new age of marketing, prospects expect to be engaged consistently across channels. Technology has enabled us to create easy to use, effective strategies that solve this growing challenge.



CAMPAIGN OVERVIEW



DIRECT MAIL

The Omni-channel campaign starts with direct mail. Our marketing experts help you establish your target audience based on and other characteristics like the geographic scope of the campaign.



1.1%
Response Rate

10k
Mail Pieces

85
RSVPs

We then use the exact same households used in the direct mail campaign and reach out with an email mimicking the direct mail invite.

Over half of advisors cite email as the channel best suited to drive value in conjunction with other media.

EMAIL BLASTS

4.1k
Emails Matched

300
Opened

12
RSVPs



DIGITAL ADS

Throughout the campaign, we are running digital ads to the target audience to affordably replicate the effect of broadcast advertising (radio and TV) for brand building and direct response.



30k
Impressions

758
Clicks

16
RSVPs

TRADITIONAL SEMINARS

10k
Mail Pieces

100%
Phone Registrations

OMNI-CHANNEL SEMINARS

10k
Mail Pieces

3-5k
Email Invites

300
Digital Clicks

40%
Web Registrations

OMNI-CHANNEL MADE EASY

Advisors are steadily recognizing that all channels, traditional and digital, play a critical role in obtaining desirable response rates. Conducting effective Omni-channel is EASY with LeadJig's platform and Acquire Direct's campaign orchestration. For roughly the same cost as a traditional seminar, you can achieve tremendous results!



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