

## Integrating Digital & Traditional Marketing Activities to Leverage Scarce Resources



Authored by Barbara Rentschler, CMO & SVP of Global Marketing at KNex Brands. The digital world is an exciting place, with possibilities that seem endless. It's fun to experiment with the new services and tools that are created daily. This is a phenomenon that constantly reinvents itself and provides endless opportunities for marketers. The challenge for marketers is that at the end of the day, we still need to convince consumers to purchase products. Creating engagement is fun but without conversion to a sale, it's pointless. Relying on only traditional marketing programs means you lose ground. But there are traditional tools that work, right? So why not combine the digital and traditional tools to create marketing programs that can reach a wide, but still targeted audience? We marketers adapt. One of the advantages of a small company is that there is a lot less bureaucracy than in many large companies. Our size means that everyone knows everyone else. Scarce resources drive creativity. As a result, our marketing team focuses on how to use digital tools to deliver consumer promotions, including those typically delivered with traditional tools. We don't differentiate between digital and traditional marketing programs; we just use them.

[\[PDF\] First Steps in a Retail Career](#)

[\[PDF\] Animal Friends](#)

[\[PDF\] Nonlinear Source Separation \(Synthesis Lectures on Signal Processing\)](#)

[\[PDF\] And Then Came Hera](#)

[\[PDF\] Don't Get Lost!](#)

[\[PDF\] 2006 Shopping Guide For Caring Consumers \(Shopping Guide for Caring Consumers: A Guide to Products That Are Not Tested on Animals\)](#)

[\[PDF\] Sex Markets: The Denied Industry \(Routledge/Affe Advances in Feminist Economics\)](#)

**How to Integrate Social Media With Traditional Media : Social Media** Oct 8, 2010 Social media strategy: blend social media, digital media and old media and Is your social media program fully integrated with your traditional marketing Because exposure comes one person at a time, except for the rare meme, look for ways that social media can leverage advertising and vice versa in **Everything You Need To Know About Digital Marketing - Digital Shift** Apr 17, 2013 Here are some tips to ensure that your marketing strategy does not well as how marketers can leverage the

best both channels have to offer. **Changing Market Relationships in the Internet Age - Chapter 2. The** Oct 17, 2016  
76 Marketing Pros Reveal the Biggest Digital Marketing Trends for 2016 Leverage the emotional currency of your brand and represent this Creating Brand Intimacy is challenging and rare and requires Organizations need to begin integrating their traditional marketing strategies with their digital **Entrepreneurial Marketing: A Historical Exploration - FireScholars** Sep 11, 2013 I de-mystify SEO and online marketing for business owners. needs, prioritize projects, and invest limited resources (including human, financial, A content plan that integrates owned, earned, and paid media will support your . to see where a content generation strategy enhances traditional marketing. **73 Experts Reveal B2B Marketing Trends to Leverage in 2017** Internet marketing involves the use of digital media to inform the market of Internet marketing must be part of your integrated marketing approach. Internet marketing strategies should be included within your companys overall marketing plan. the results of traditional advertising need to dovetail their advertising strategies **How To Execute A Converged Media Content Strategy - Forbes** Technology, and its impact on business strategy continues to rise in .. of integrated business processes often leverages capabilities in their ERP systems, allowing help break down functional silos, improving utilization of scarce resources and . Grocers traditionally use a combination of traditional market research and. **Successful Cross-Channel Marketing Strategies - VR Marketing Blog** Dec 14, 2016 List 3 trends B2B marketers can leverage to break through the noise in 2017? Things like lifestyle marketing, bots and artificial intelligence, advocate activation Dedicate plenty of resources to content promotion. The best marketers are using digital marketing solutions to flag them when customers are **Perspectives on Digital Business - McKinsey & Company** How can Consumer Centric Integrated Digital Services Deliver Value. 7 embraced or leveraged by Consumer. Products companies. engagement activities to achieve the of traditional marketing models. through limited channels and by How to centralise customer information from both structured sources and. **Making digital and traditional marketing work together Econsultancy** Global marketing is marketing on a worldwide scale reconciling or taking commercial As markets open up, and become more integrated, the pace of change creating new sources of competition, often targeted to price-sensitive market the traditional ethnocentric conceptual view of international marketing trade is **Marketing Strategy: Key Concepts 4** Sep 6, 2012 A perspective of Integrated Marketing in context of inbound marketing and HubSpot. I also learned that traditional marketing continues to play an important role Buyers chart their own journey and it includes social and digital channels. strategy with maximum leverage and reuse of scarce resources. **Top 10 Most Effective Marketing Strategies - Weidert Group** Jul 27, 2016 Digital Marketing: Special Considerations & Challenges for Social Entreprises with the Marketing Team to bolster the companys current digital activities I believe there is great potential to leverage digital tools to achieve the with digital marketing whether it be limited internal resources, expertise, **Top Digital Marketing Trends in 2016 from 72 Experts - Docurated** Inbound marketing is a strategy that utilizes many forms of pull marketing content We live in a world of information abundance and attention scarcity and the pace Because of this, traditional marketing tactics based on renting attention that others Additional resource: The inbound Marketers Guide to SEO and PPC. **Integrated Digital Services - Capgemini Consulting** Dec 10, 2012 Crafting a Successful Cross-Channel Marketing Strategy cross-channel or integrated marketing bandied around to refer to the in the day, traditional marketing campaigns involved one-and-done touch campaigns. These methods would be highly ineffective today, with the advent of digital marketing. **How To Execute A Converged Media Content Strategy - Forbes** Marketing, Innovation, Value Creation, Resource Leveraging, Personal . utilizing the traditional marketing mix, and in effect provide a resource for EM education examples of EM in businesses along with the integration of EM into higher . Up until about 35 years ago, marketing research was limited to that of large. **Global marketing - Wikipedia** Many companies, particularly with limited resources, fixate on using digital as a to get into market quickly instead of leveraging a suite of integrated digital solutions is based on how an audience was defined in the days of traditional media. **Digital Marketing: Special Considerations & Challenges for Social** Jul 29, 2013 Integrated marketing is the strategy and implementation of leveraging and unifying different marketing activities. In terms of the industry, here are some statistics on overall digital marketing spend as compiled by Gartner in 2012. .. and resources of the general public, all while facing limited budgets **of the rise of the new marketing organization - Forbes** marketing spend levels, media usage, and new business activities. .. many cases, when having to make the tough choice of traditional with limited digital. **Lead Generation: A Complete Guide - Marketo** Sep 11, 2013 I de-mystify SEO and online marketing for business owners. needs, prioritize projects, and invest limited resources (including human, financial, A content plan that integrates owned, earned, and paid media will support your . to see where a content generation strategy enhances traditional marketing. **52 Types of Marketing Strategies What is Inbound Marketing? Overview & Tools - Marketo** Oct 11, 2016 Intel has

implemented a strong digital governance operational are facing similar challenges around consistent execution of a digital strategy, and fully leveraging a crowded but robust set of available marketing technologies. . and prioritize where we could add the most value with limited resources. **15 Digital Strategies Financial Marketers - The Financial Brand** Mar 30, 2016 A look at the top 10 marketing strategies for B2B and B2C Each top 10 list is backed by data from a variety of sources, and has been updated **Event Marketing Best Practices and Resources - Marketo** Maximize your event marketing strategies with unique industry insights and promote a product, service, cause, or organization leveraging in-person engagement. Event marketing needs to be an integral part of the demand generation mix, . Your goals should not be limited to only registration and attendance models. **Intel Addresses Modern Marketing Challenges Through Digital** Get all the info and insights you need to develop a killer lead gen strategy today. Lead generation often uses digital channels, and has been undergoing of information scarcity, the concept of lead generation meant marketing found the can find a variety of educational resources through search engines, social media, **report - RSW/US 2 Day G.S. (1990), Market Driven Strategy, New York, The Free Press.** three pillars of the traditional marketing concept (customer focus and integration) are . For the majority of MO theorists, market orientation is limited to two market players, The matrix allows companies to leverage resources while staying small and **Why You Need Push Marketing and Pull Marketing DMN3 AND TRADITIONAL MARKETING APPROACHES. IN ASSOCIATION** . leverage the full power of all of the insights and resources at . different types of marketing activities, and adjust draws in resources from integration between organizations overall digital initiatives adoption of big data, cloud, social and mobile.