

DRIVE GREATER ROI WITH HIGH-VALUE MULTI-CHANNEL MARKETING



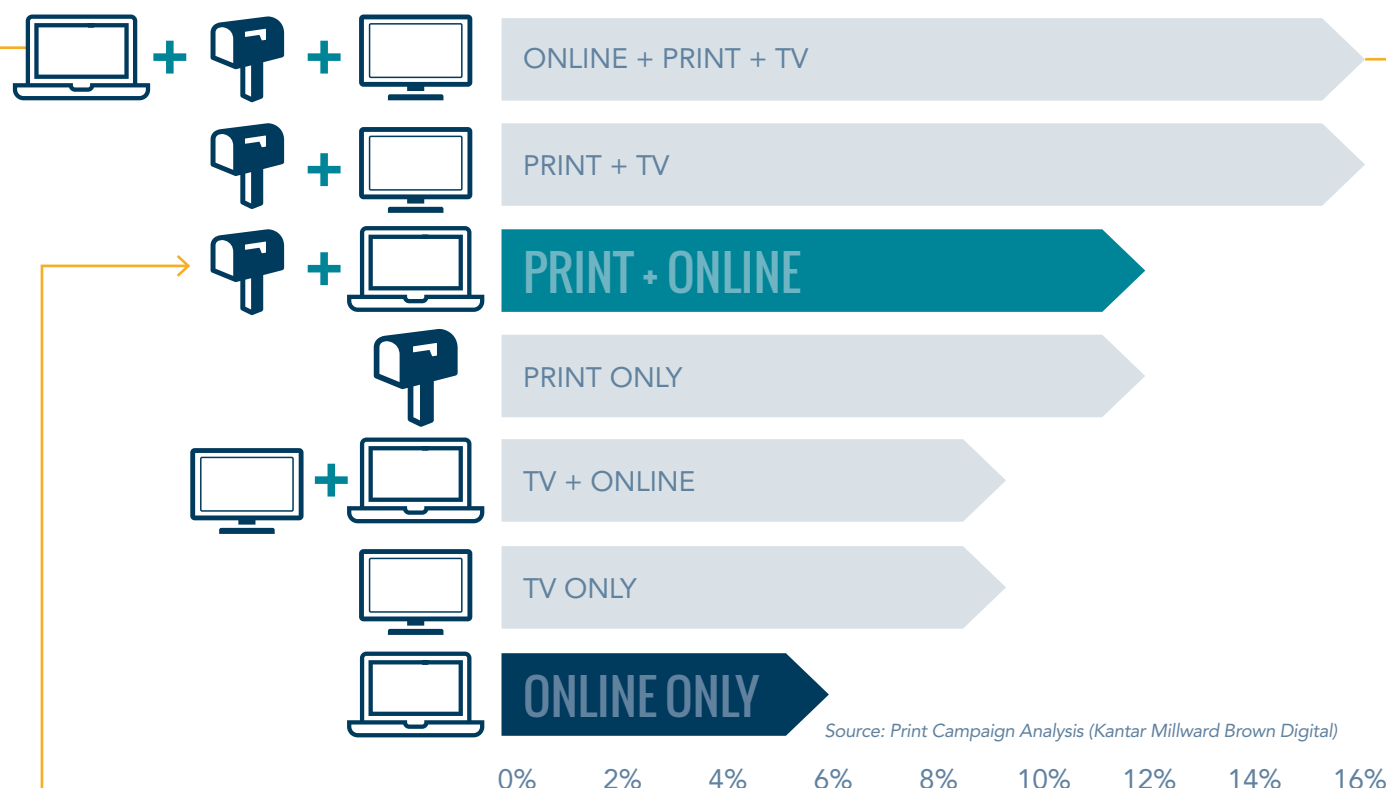
Everyone knows marketing is important, though getting the mix right is key to success – and equally as important as getting buy in throughout the organization.



KEY CHALLENGE:

“Why bother? Online has low CPA’s and it’s the easiest to implement.”

LIFT IN CONSUMER PURCHASE INTENT BY CAMPAIGN MEDIA USAGE



KEY TAKEAWAY:

Adding print to online campaigns can **double** purchase intent outcomes. Are you measuring marketing ROI based on clicks or actual foot traffic to your restaurants?



KEY CHALLENGE:

“We’re already doing print and online.”



MAGAZINE
36% CIRCULATION DECLINE



NEWSPAPER
51% CIRCULATION DECLINE



DIRECT MAIL
60% CIRCULATION GROWTH

Sources: Alliance of Audited Media (magazine); Pew Research (newspaper)

KEY TAKEAWAY:

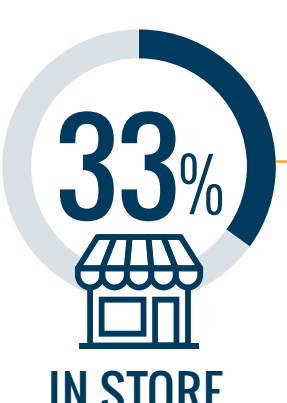
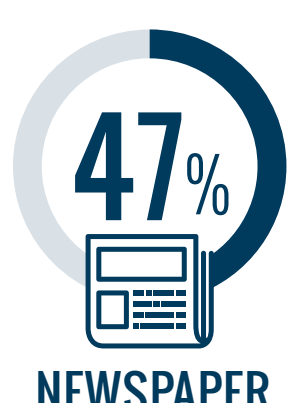
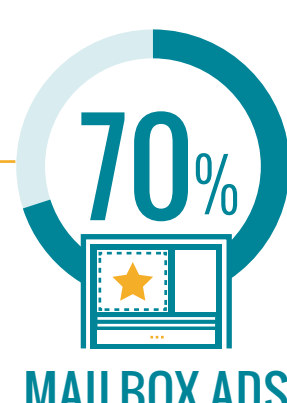
Not all print is created equal – direct mail is growing while magazine and newspaper subscriptions are in decline. Are you doing the right type of print?



KEY CHALLENGE:

“But does direct mail drive consumers to act?”

THE MAILBOX IS THE PREFERRED PROMOTIONAL CHANNEL.



FORTY-ONE PERCENT OF FREQUENT DINERS HAVE RESPONDED TO AN AD IN THEIR MAILBOX IN THE LAST MONTH

KEY TAKEAWAY:

Research shows that consumers look for promotions and deals in their physical mail first, then online. Their next step is taking action and deciding where to spend their money. Are you putting your coupons and promotions in the right places?



KEY CHALLENGE:

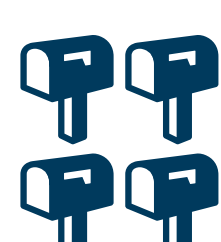
“Give me a real example of how print drives traffic to restaurants.”

CASE STUDY

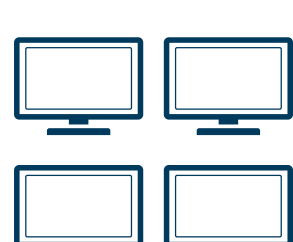


A large, multi-national QSR chain client of Mspark decided to test the effectiveness of their print and TV ads for driving restaurant traffic.

THEY A/B TESTED:



PRINT-ONLY ADS
in 4 DMAs.



TV-ONLY ADS
in 4 DMAs

RESULTS:

5.5%
traffic decrease in markets with no print.

2.5%
traffic decrease in markets with no TV.

ACTION:

At the conclusion of the test, the client recognized that a **multichannel approach** was vital to the success, so they increased their mailing volume by **150%**

Test performed over 2 years during a 2-month sales period.

KEY TAKEAWAY:

In test after test, print, direct mail specifically, is shown to **drive traffic**. Online and TV are demonstrated to drive awareness of marketing programs and brands – and print drives the take-action moment when customers join loyalty programs and/or walk through restaurant doors.

Are you combining your marketing and advertising programs in the right way to deliver maximum business results?

Online Drives Awareness. Print Drives Traffic.

COMBINE FOR GREATEST RESULTS.

TO REQUEST A CALL FROM ONE OF OUR EXPERTS AND GET A FREE ANALYSIS AND ROI ASSESSMENT.