

BEST PRACTICES FOR MULTICHANNEL MARKETING

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Boston Entrepreneurs' Network

November 1, 2016

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- Passionate about technology and marketing
- Full-time and contract CMO - PlatformQ Health, Assemble Systems, VFA
- Member, Edison Director Network
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Multi channel marketing is all about choice!



Image: Kim Huynh

Market knowledge is the foundation

- Who are your customers and prospects?
- Where do they hang out?
- Who and what influences them?
- What is your value proposition?
- What is your competitive advantage?



Demand Generation

- Inbound + Outbound
- Content (multipurpose)
- Search
- Email
- Webinars, Seminars
- Select events



Tools and metrics help with doing a lot with very little

**Best channels depend on
the nature of the business**

Website

- Clear content and layout
- Mobile-friendly design
- SEO (content), SEM
- Testimonials and case studies
- Visual media
- Use to build database



Content and flow should reflect the buying criteria and processes

Email/Marketing Automation

- Email very cost effective; lists and offers critical
- Avoid spam; build house database
- Start with email vendor like Mailchimp
- Marketing automation
 - Landing pages, lead nurturing and mgt. , social,
- HubSpot – preferential pricing for startups



Content

- Thought leadership and lead generation
- Useful information – not just company related
- Reinforce value proposition
- Multi-purpose – email, blogs, recorded webinars, PR, ...
- Use curation and video to deal with overload



Social Media/Communities

- LinkedIn, FB, Twitter, YouTube, Pinterest, Instagram...
- Online communities
- Where does target audience reside?
- Keywords, post times, schedule - Hootsuite, Buffer
- Influencer list
- Include links and images

Frequency and consistency determine results



Webinars

- Customer case studies a big draw
- Cost effective
- Mid week, 2 pm ET best
- Promote via email and social; day of event email key
- ~35-40% registrants attend, ~35% post-event



Events

- Be where your customers are
- Couple with speaking engagements
- Schedule customer, prospect and press meetings in advance



Summary

- Tie channel mix to target audience and where they are
- Multi-purpose content but diversify message and offer for appeal
- Test constantly
- Right-size for organization

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