

Let Westamerica help create your next cross-media campaign



WESTAMERICA
INTEGRATED MARKETING

“Cross-media” defined: Cross-media marketing (also called “multi-channel marketing”) refers to the strategy of using multiple communication methods and media – all incorporating consistent messaging and images – to deliver improved marketing results.

We know what you want when you launch a marketing campaign. You want increased sales and sustainable business growth. You want results. An integrated solution – using cross-media marketing - can help get you there.

A typical cross-media campaign includes:



Customized direct mail – Start your next campaign with direct mail, simply because it WORKS. A recent Channel Preference Study commissioned by Exact Target found (for young and old alike) that direct mail directly influenced the purchase of an item or a service more than any other channel. Use variable-data printing to incorporate messaging that is personalized and relevant to your target.



Follow-up email – Boost your response by sending a follow-up email to non-responders. Like the mailer, this email should be both personalized and relevant to your audience.



Personalized landing page – Both the mailer and the email contain links to a personalized web page (pURL). Once online, you can use the landing page to capture survey responses, complete missing contact information, and generate leads for your sales team – all in real time.



Online dashboard – Responses and results are captured and displayed in real time on a user-friendly executive dashboard. Your team can follow up each lead almost immediately, using valuable information shared by your prospect – dramatically improving your campaign results.

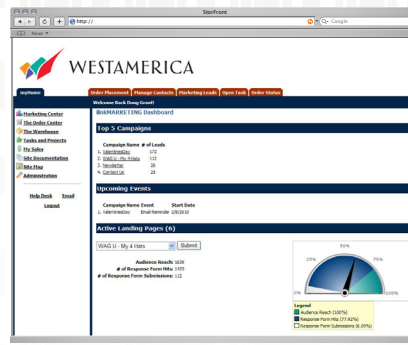
Smart marketers are using multiple touch points –

including direct mail, email, internet, mobile, social media, and mass media. The most effective of these cross-media campaigns contain messages that are consistent across all channels. And these messages are both targeted and relevant:

- ✓ **Relevant in Content** – providing the right information in the right context
- ✓ **Relevant in Contact** – delivering this information to the right people
- ✓ **Relevant in Channel** – providing it using the right media in the right format
- ✓ **Relevant in Time** – delivering this information when it best meets the client’s needs.

We can help you reach your target through multiple channels – delivering personalized and relevant messages, and measuring results every step of the way. Our integrated solution helps you deliver the right message to the right audience at just the right time. The result? **Smart, cost-effective marketing that generates measurable results.**

Contact us today to get started WAGRAPHICS.com | 949.462.3600



Sample Executive Dashboard



Sample Landing Page

Our integrated marketing suite can support your organization's entire marketing strategy.

- ✔ **Manage complex campaigns**
 - Monitor all marketing campaigns with our user-friendly online executive dashboard.
 - Target your most profitable segments and drive multi-channel marketing initiatives.
- ✔ **Acquire, qualify and track leads**
 - Include an interactive web-based response form in your campaign.
 - Responses and inquiries are scored using point values that you assign, resulting in real-time lead qualifications.
 - Leads are routed to your team automatically and in real-time, using business rules that you help define.
- ✔ **Distribute electronic and physical marketing collateral**
 - Compliment your printed literature by having electronic versions available upon request.
 - Downloadable documents are easily managed within our online image library.
 - Manage your collateral distribution with our easy-to-use online digital StorFront.
- ✔ **Print marketing materials on demand**
 - Customize content and submit "print-on-demand" orders for collateral using our digital StorFront. Use it for brochures, stationery, business cards, or POP/displays, using your own files or using templates we create for you.
 - Real-time, online proofing improves both speed and accuracy.
 - Reach more prospects and opportunities by personalizing your message, resulting in improved response rates.
- ✔ **Measure marketing effectiveness and results**
 - Real-time reports give you detailed feedback about your marketing campaign effectiveness.
 - View summary and detailed responses to direct mail, pURL surveys, email blasts, and SMS text campaigns.
 - Customize your reports, edit the order and appearance of fields with a simple click of your mouse.
- ✔ **Collaborate on marketing projects with team members**
 - Manage marketing project tasks from a centralized online location.
 - View, add, edit, update, and prioritize single or multiple projects.
 - Keep team members apprised of project status in real time.
 - Streamline task management with automated event-triggered email alerts.



Mobilize your next campaign with QR Codes

QR Codes enable mobile users to jump from printed materials to online content with a click. Drive more traffic to your website, strengthen brand awareness, and make it easy to access information or special offers. Ask us how you can energize your next printed campaign with QR Codes!