

Marketing Mix

What combination is right for your company?

This graphic shows the wide variety of marketing options available, how the options are interrelated, and how they connect customers to your website. It is not necessary to utilize all of the options shown. The key is selecting tactics that are most effective for your company, product or service when formulating your marketing mix.



Your website is your marketing hub and should be at the center of your plan. Did you know over 70% of local searches are made online vs. the yellow pages? Websites are great tools, but work most effectively when updated often and integrated with other marketing options. Successful marketing must be connected and consistent.

For example, direct mail can be a great way to target and communicate with both existing and prospective customers. Content on the direct mail piece would include a website URL along with an offer of more information or an incentive to drive traffic back to the website. Email marketing and online ads can carry branding and content from the direct mail piece, and again engage the website hub through links. They cannot totally replace printed direct mail, but are a good supplement and are best when used in combination. Get your advertising mediums working together to bring customers to your website where it's easy for them to find you and access information 24/7/365.

Each business is unique and only when you uncover what makes you and your business tick can you begin to plan your integrated marketing mix. Not sure which options are right for you? Well, that's where we come in! Give us a call or send us an email to discuss your unique, integrated marketing mix.