

Outbound marketing channels to target businesses

This slide showcases which channels should be included in outbound marketing campaign. It includes channels such as cold e-mails, LinkedIn lead generation, cold calls and direct mails.

Channels

Digital advertising

Content syndication

Events and tradeshows

Description

- Enables to target the audience based on:
 - Demographic
 - Physiographic
 - Interests and habits
- Digital ads to target the audience:
 - Display ads
 - Social media ads
 - E-mail ads
- Add text here

- Create content and publish it on third-party website:
 - Guest post
 - Leadership piece
 - Interview
 - Reuse of existing article
- Use of content delivery platforms to publish content (needs 10M page views p/m to become eligible)
- Add text here

- Organize events and tradeshows to:
 - Meet prospects
 - Face-to-face communication
 - Convert prospects
 - Retain customers
- Add text here
- Add text here
- Add text here
- Add text here

Impact

- Develop positive opinion about the brand
- Create more impact and persuade customer to buy the product
- Add text here
- Add text here
- Add text here
- Add text here

- Gives company and content extra exposure
- Helps to improve brand recognition
- Cost-effective and wide outreach
- Add text here
- Add text here
- Add text here

- Provide platform to promote products/services
- Increases brand awareness and learn what works in market
- Add text here

Custom Published Marketing Channels A Management View

**Charles P. Daly, Patrick Henry, Ellen
Ryder**

Custom Published Marketing Channels A Management View:

Multichannel Marketing Bernd W. Wirtz, 2024-09-27 Increasing customer demands and innovations in digital sales require targeted management and flexible organisation of multiple sales channels Multi channel marketing can be used to achieve outstanding competitive advantages This book provides a comprehensive and systematic overview of the fundamentals and management of multi channel marketing The book understands multi channel marketing as an integrative marketing system with special consideration of digital technologies Multi Channel Marketing is with increasing frequency a key success factor for companies in competition for customers Bernd Wirtz textbook provides a clearly patterned incorporated and theoretically funded overview for this purpose The author excellently succeeded in illustrating in a descriptive way the considerable complexity and breadth of applicability and contemporaneously establishing a high practical relevance Dr Rainer Hillebrand Member of the Supervisory Board Otto Group 2019 Member of the Executive Board of the Otto Group for Strategy E Commerce Business Intelligence 1999 2019 Wirtz examines the whole path down from theoretical basic knowledge of Multi Channel Marketing right up to the practical realization This book is a needed approach which is at the same time a reference book for specific issues The Wirtz is essential for everyone who is concerned with this highly topical subject in his studies or in practice already Dr Arno Mahlert Chief Executive Officer Tchibo Holding AG 2004 2009 Member of the Board of Directors Peek Cloppenburg KG and maxingvest AG Marketing Thirteenth Edition, Custom Publication Pride, William M. Pride, 2005-02 Strategic Management Sixth Edition, Custom Publication Hill, 2003-06

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Willing's Press Guide and Advertisers' Directory and Handbook, 2003

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American Book Publishing Record, 2003

The Internal Revenue Record and Customs Journal, 1882

International Trade Forum, 1988 Issues for Mar 1966 Feb 1969 have supplements which carry the same numerical designation but different month designations

Willing's Press Guide, 2004 Coverage of publications outside the UK and in non English languages expands steadily until in 1991 it occupies enough of the Guide to require publication in parts

Dunn Report, Electronic Publishing & Prepress Systems News & Views, 1996

The Magazine Publishing Industry Charles P. Daly, Patrick Henry, Ellen Ryder, 1997 A complete insider's guide to the magazine industry for anyone interested in the business This book provides a timely all inclusive look at this alluring business It explores advertising marketing circulation principles production and editorial techniques in detail It examines the current state of the industry social technological and economic Part of the Allyn Bacon Series in Mass Communication Media professionals students and anyone interested in the magazine industry

Business Horizons, 1990

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Printers' Ink; the ... Magazine of Advertising, Management and Sales, 1891

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