

CROSS MEDIA SOLUTIONS



WHAT IS A CROSS MEDIA CAMPAIGN?



MAIL



EMAIL



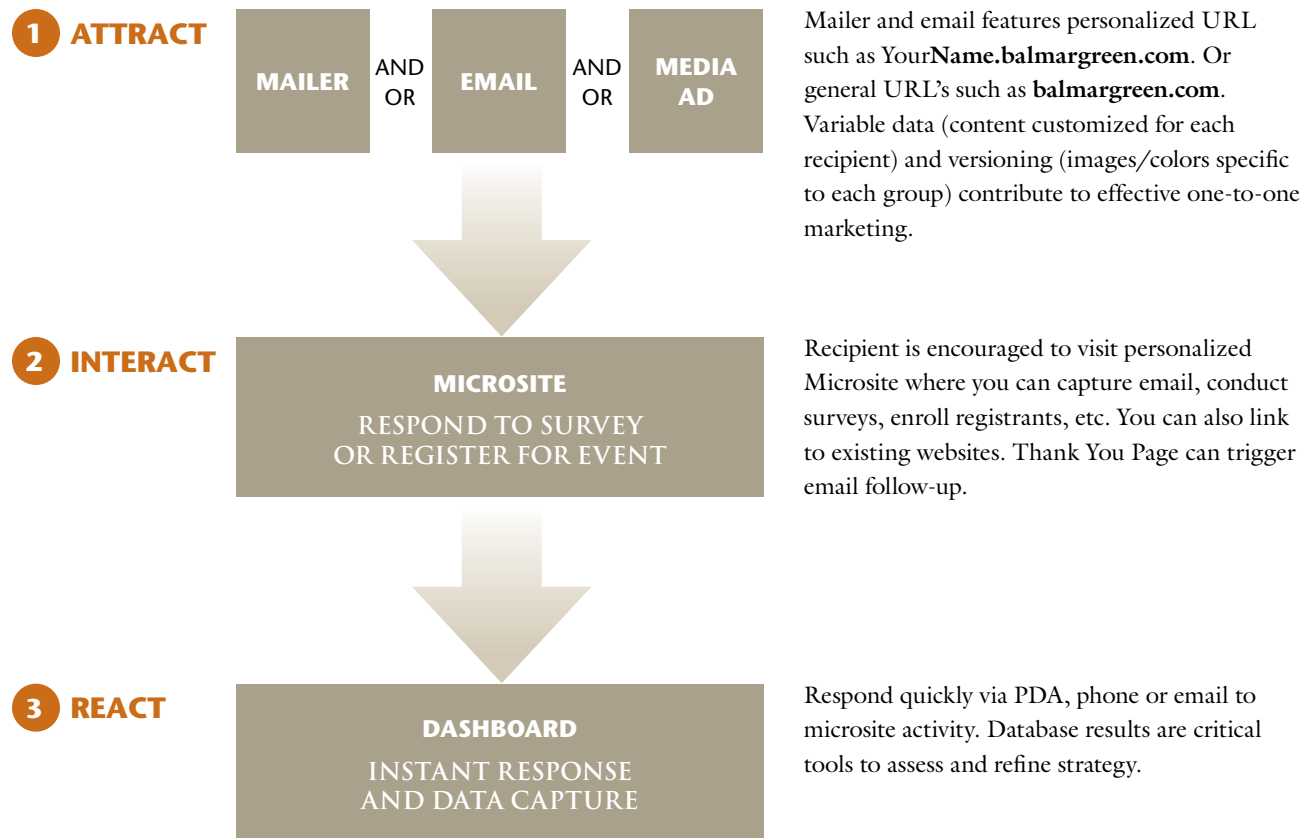
ONLINE

A Cross Media Campaign combines **direct mail**, **email** and **online** communications on a one-to-one basis and provides multiple opportunities to “touch” every recipient.

WHAT CAN A CROSS MEDIA CAMPAIGN PROVIDE FOR YOUR ORGANIZATION?

- **Increased ROI** (return on investment) and ability to quantify the success of a campaign.
- **2 to 5 times greater response rates** than traditional direct mail.
- More **opportunities** to **interact** with audience on a one-to-one basis.
- The ability to **view customer response** and create your database in real time.
- It encourages **submission of email addresses** and also allows for fine-tuning of your email lists.
- It can **link to www.balmargreen.com** for online registration, purchasing, fundraising or sponsorship activities.

THREE STAGES OF A CROSS MEDIA CAMPAIGN



SPECIFIC ELEMENTS OF A CROSS MEDIA CAMPAIGN

1 ATTRACT

- Increase the number of “touches” to your prospect by combining direct mail, and email in your campaign.
- Increase response rate by introducing variable data, versioning and personalized URLs (PURLS) or general URLs (GURLS).

CORPORATE POSTCARD



AUTOMOTIVE POSTCARD



BANKING EMAIL



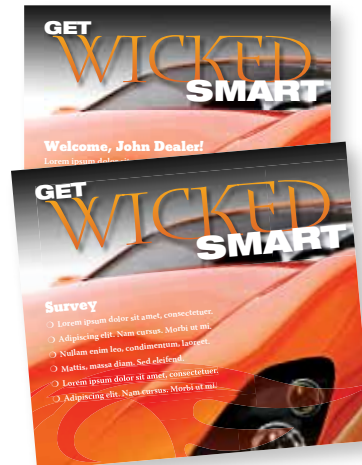
2 INTERACT

- Integrated personalized microsite created specifically for the mail or email recipient.
- Increase your knowledge of the prospect through surveys on personalized landing pages.
- And, finally, personalized email follow-up or lead offer.

CORPORATE MICRO-WEBSITE



AUTOMOTIVE MICRO-WEBSITE



BANKING MICRO-WEBSITE



3 REACT

- Instantaneous lead notification sends responses to your sales team or project managers.
- Online “dashboard” displays real-time campaign performance and lead distribution and be easily downloaded into a CRM.

DASHBOARD FEATURES



Balmar is your partner in the planning and implementation of effective, integrated cross media strategies.

We are available to review your current objectives, provide design support through Balmar's communication division, Ellipse Design, and help you develop an integrated strategy of success.



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