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[Direct Marketing Association Member]

Why Personalized URL Cross Media Marketing Can Increase Your Response Rate

Internet marketing can be tricky and risky business. Not everything that promises a high rate of return for your investment dollars will do so. Even so, there are tried and tested methods that have been proven to work reliably and are cost effective. Such time honored marketing techniques, like personalized URL cross marketing, can reap a consistent and traceable reward that culminates in increased traffic and higher profits.

Just how can innovative Internet solutions like Personalized URL cross media marketing work for you?

Multi-Channel Marketing and Personalized URLs

The modern marketing world is a vast information pipeline just waiting to be tapped into. This is largely due to the fact that highly effective cross marketing campaigns can combine grass roots concepts with new technological ones. For instance, direct snail mailing and emailing, when combined, can reach a larger audience than either one alone.

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When stream lined and targeted, personalized URL cross media marketing can increase the likelihood of consumer interest and business interaction.

Other types of marketing that can be use in conjunction with PURLs include:

- Web-to-Print
- Personalized postcards and mailers
- Print-on-Demand

And many others...

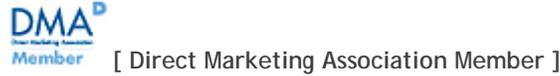
PURLs, *a.k.a*, Personalized URLs can be used across the board for any type of marketing campaign. They are generally highly effective since people are more likely to respond to Personalized URLs rather than long, drawn out or

**BAM! Direct, Inc. Targeted Cross-Media Marketing:
*Test it, Measure it. Know what works.***

Strategically integrate your direct marketing channels:
Direct Mail, Email, PURLs, QR Codes, SMS, SEO Organic-Search Websites



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hard to recall company names. Company logos and jingles will come and go but an individual will never forget their own name.

Consumers also hate feeling like a notch on the corporate post. Personalized URLs make the client feel recognized and valued.

Before investing in Personalized URL cross media marketing however, there are a few things one should consider to make the campaign as effective as possible.

- **Keep it simple** -- when applicable, try to condense the Personalized URL by primarily utilizing the person's name--adding too many alphanumeric digits after will defeat the purpose and perhaps make the Personalized URL hard to recall.
- **Create inviting cross marketing materials** -- placing a Personalized URL on professional looking paper, cards, fliers or a well laid out business emails speaks volumes and invokes consumer confidence.
- **Target your PURL demographic** -- millions of leads will mean nothing if they are not the client base you need. Be sure your Personalized URL multi-channeled marketing campaign materials are tailored to your desired audience.
- **Understand your goals** -- When cultivating Personalized URL cross marketing formats, be sure to ask questions. It also pays to hire a company with vast experience that understands just how Personalized URL cross marketing works and can accomplish the task at hand, namely, increasing your net profits.

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Cross Media Marketing Benefits

The advantages of utilizing targeted **cross media advertising** are tremendous and can often include:

- Increased response rates of up to 300 to 500 percent, beating out one tier marketing platforms
- The BAM! Direct integrated marketing dashboard, which gives you real time visibility stats, further enhancing marketing viability.
- Creating a viable company-to-client business relationship based on personalized multi-channel messages that keep you in the buying public's eye.
- Encouraging customer loyalty based on **cross media marketing** techniques that reward consumers for utilizing your company's services
- Keeping you in constant contact with the customer base that has a consistent desire for your brand

At BAM! Direct, we can help you do this and more via targeted **cross multimedia campaigns** that keep your product and customer demographics in mind.

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BAM! Direct Cross Media Marketing Focus and Planning

In today's economy, one doesn't want to waste a dime of marketing capital. If you choose to go with BAM! Direct you can rest assured that your money will be applied towards campaigns in a targeted and focused way. What's more, BAM! Direct's **cross media promotion** platforms will reach only your desired audience so that you have greater chance of accurate market visibility and success.

Contact BAM! Direct today to speak with one of our qualified **cross media marketing specialist** and learn more about your options in regard to dedicated **cross marketing advertising**.

Visit Us

<http://www.BAMDirect.com>

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<mailto:pam@bamdirect.com?subject=BAM Direct Website Cross Media Marketing>

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