INSIGHTS

Sagacity
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The power of multi-channel marketing **Blending traditional expertise with digital precision**

As competition increases and media consumption habits evolve, so too must the strategies that marketers use to reach their customers.

Success lies in combining the reliability of traditional DM with the agility and reach of digital platforms to create a balanced multi-channel marketing approach.

Audience is everything

The audience is at the heart of any successful marketing campaign: no matter how creative the message or how innovative the channel, if you're not speaking to the right people, you're unlikely to see results. Working with a trusted data partner can help to accurately identify and target the right audience, thus ensuring that campaigns are built on a strong foundation.

This audience-first approach remains essential as marketing methods expand into new digital territories. Whether it's via physical mail or social media, knowing who you're talking to—and what matters to them—gives every campaign a competitive edge. Your existing customers are your greatest asset, because you can use what you know about them to support new customer acquisition in digital channels, via CRM analysis, profiling and web analytics.

Reaching people wherever they are

Today, people engage with media in more ways than ever before. From streaming content on connected TVs to scrolling through social feeds and browsing websites, the modern consumer journey is anything but linear. To stay relevant and top-of-mind, brands must meet their audience wherever they are, across multiple touchpoints.

That's why embracing a multi-channel approach isn't just a nice-to-have – it's essential. The more places your message appears, the more opportunities you have to engage, influence, and convert your audience.

Digital amplification with purpose

Integrating digital channels into your marketing mix isn't about chasing trends: it's about amplifying your message intelligently. Digital platforms offer powerful targeting capabilities that will complement your direct marketing campaigns.

Through tools like look-a-like modelling and behavioural targeting, digital can extend your reach beyond email and DM to like-minded audiences across:

- Connected TV – Engaging viewers with high-impact messaging during their favourite shows.
- Digital display – Driving visibility and reinforcing brand messages in real time.
- Social platforms (e.g., Meta) – Facilitating direct conversations and community engagement.
- Optimised PPC

When done thoughtfully, digital becomes an extension of your existing strategy - not a replacement. There are a number of ways of activating data, whether first or third party:

- Load segmented first party data into a variety of channels and set the look-a-like algorithms to work
- Take what you know from your customer profiles and plug these selections into platforms like theTradeDesk and Google Ads to bring up similar looking prospects
- Where available, combine third party selections (available from digital data marketplaces) within your campaign
- Find a data partner that can create addressable look-a-like audiences and activate across multiple channels

Multi-channel marketing works best when all the pieces work together. That means creating a unified message that resonates across every platform, tailored to the strengths of each channel. Whether it's a targeted DM piece landing on a customer's doorstep or a compelling video ad on their social feed, the core message should feel consistent and coherent..

Consistency across channels drives results

This kind of integration improves brand recognition, builds trust, and increases the likelihood of conversion. It's not just about being seen - it's about being remembered. Internally, successful marketing campaigns require buy-in from other departments within your organisation. Bring willing stakeholders – colleagues, agencies, data partners – together, and gain C-suite buy-in. Start with an individual campaign, event or a particular geographic region and test two or three channels together. Reassign existing budget to save finding new investment and plan effectively and give yourself time to align all these elements.

Creative matters

None of this works without great creative. In a world saturated with content, your visual messaging must cut through the noise – according to Nielsen, 47% of campaign performance comes down to ad creative.

You will need to consider:

- Consistent branding, unified messaging and a unified visual style across all channels (which must be optimised for mobile),
- A clear, compelling value proposition,
- A deep understanding of what drives your audience to act,
- A clear call to action

Effective creative execution ensures your message doesn't just reach your audience - it resonates with them.

Don't forget about fraud

Unfortunately, there's plenty of wastage that can eat into your capital. According to research, 15% to 35% of digital ad spend is lost to ad fraud, so ensure you're performing regular platform hygiene maintenance to ensure your data is as clean and up-to-date as possible.

How to measure success

Web analytics will provide a general overview but don't rely on last click attribution. Include an incrementality test by selecting a geographic region as the hold out cell for the length of the campaign. Consider investing in econometric modelling to show the true impact of different channels, and work with partners that use addressable trackable audiences which can be activated across multiple platforms. remembered.

The smart path forward

As the marketing landscape continues to evolve, businesses need partners who understand both the proven principles of traditional marketing and the opportunities of the digital age. Integrating digital expertise into your existing marketing channels will reach the best prospects wherever they are, using the most relevant channels, and improve the effectiveness and performance of your campaigns.
By ensuring strategy, data, creative, and channel are working in harmony, your multi-channel marketing campaigns will deliver their full potential.

About Sagacity

Sagacity are the data intelligence people. Founded in 2005, they help consumer facing businesses increase customer engagement and make more money, by digging into the data businesses already have and combining it with data, insight and action to drive value. Trusted by over 350 brands across Utilities, Telecoms, Retail, Insurance and more, think of Sagacity as your data co-pilots for sales, marketing, ops, billing, credit and debt. Clients typically see 5x returns within the first few months through an increase in number of customers, accurate billing, and higher debt collection rates.

Get in touch to find out how we can help your business address its current challenges.