



MarkeTeam's Approach to **DIGITAL INTEGRATION**

Today's donors expect their communications to be coordinated as one voice and through channels that are appropriate and welcomed. Direct mail is typically the medium for in-depth content and remains the preferred channel for the majority of older and wealthier households. Digital efforts, on the other hand, allow for much greater interactivity, a wider range of approaches, and the ability to expand to audiences—beyond your current donors—at low incremental cost per impression.

MarkeTeam offers a full suite of Digital Services that complement our Direct Mail Services. We can help you balance the risk, reward, and investment among various channels and focus appropriate communications that utilize the best aspects of each approach.

Digital programs should include:

- 1. Engaging content.** Design and content should be relevant, compelling, and personalized.
- 2. Intelligent segmentation.** Segmenting by donors, action takers or prospects should be a basic audience-centric approach. Including individual interests, behaviors and/or demographic and psychographic information will enhance this segmentation.
- 3. Audience modeling.** Refined targeting will increase conversion rates and expand your audience.

MarkeTeam's capabilities include:

- E-Mail Program Management
- Quality Control & Deployment
- Paid Social Media
- Display/Banner Ads
- Google Analytics
- Digital Audience Modeling and Segmentation
- Online/Offline data warehousing
- Reporting and Analytics

Along with our internal digital capabilities and staff, MarkeTeam is equipped to collaborate with your staff or a third party in order to provide strategies and proven approaches across and among channels to enhance all forms of communications and interactivity.

In addition to integration and growth, our experience can help you leverage key metrics and reporting on a wide variety of digital approaches—including Facebook ads, Messenger interactivity, SEO/SEM, retargeting, and a host of other efforts—which allows our clients to manage investment budgets across multiple channels.

Contact us at inquiries@mkteam.com to decide if a customized Digital program could be right for your organization!