

Creating an Authentic Client Experience

Today's brands find themselves in an incredibly complex market. The world is always changing and businesses are evolving by trying different marketing approaches and jumping into new platforms.

I've heard so many people say things like, "Amy said I needed to be on Facebook" or "Jess said that I should really be on Pinterest". Well, being on these platforms alone is not what you need for optimizing your marketing! So, what approach do you really need to focus on?

Integrated, holistic, personalized, custom... whatever name you give it, they are all talking about the same approach to marketing. We will refer to this approach as an "Integrated Marketing Strategy". While that is a mouthful, it's also one of the most important ways your business has to create a brand and have its voice heard!

This approach creates a unified and seamless experience that is consistent and customer-centric across all platforms. This means that whether someone sees your business on a television ad, social media platform, Google, or even your website, your company has the same voice, look, and feel, and your message carries the same authenticity.

This unified presence across all marketing channels is what is truly crucial in your approach to marketing— this is your Integrated Marketing Strategy.

To give your audience the best impression— or maybe better said— the most authentic experience of your company, your business must carry this consistent presence across all the platforms you use for marketing, especially including what they will receive in-person. An Integrated Marketing Strategy melds all aspects of marketing such as social media, email promotions, public relations, direct marketing, your website, and more so that they all work together to deliver an authentic feel for your business.

If this reasoning isn't enough to have you hooked, let's look at 5 reasons why you need to start working on an Integrated Marketing Strategy:

1. **Delivering an Authentic and Consistent Message:** If your business's message becomes unfocused, or inconsistent, you begin to lose your audience. This can happen from something as simple as a different look or written voice across platforms. The importance of delivering one message consistently cannot be overstated! People choose who they want to do business with based on feeling like they are getting an authentic experience. They want to interact with a business they know and feel comfortable with.

2. **Building Your Brand Image:** Not only will you be delivering clear messages, but they will sound like your business, feel like your business, and overall, feel genuine to your business. The different elements of your brand will also align more seamlessly. When your colors, logos, headers, content, and voice are all working in together, you're able to maximize your impact and establish a clear, lasting presence.

3. Creating a Customer Experience: People are not just looking for their next favorite new product or service– they want an experience! Providing an all-encompassing presence online and in-person can give your customers a feel for your business and what to expect from it, so that all of their points of contact with you and your work add to this customer experience you're building.

4. Focus On Results: Not only will you be reinforcing the same message in the minds of your consumers, but this also helps make your goals clearer within your own organization. Narrowing down your goals and putting thought into what you really want out of customer interactions is a great starting point for figuring out where you want to go as a business.

5. Saving Money: Naturally, when your marketing strategy is working in unison, you can reduce time spent creating. Instead, you're able to maximize your marketing budget by circulating and re-purposing your content to many different platforms, easily expanding your reach to a broader audience.

Now is the time to act! When you develop and implement an Integrated Marketing Strategy, you're giving your business its best chance at clearly communicating and connecting with your optimal customers– which is how you truly start to feel successful in marketing. Bring consistency and authenticity into your marketing strategy and watch as your client's experience is enhanced and your brand's impact grows!

Frankie Lemer is the Creative Director of i3 Media Solutions. i3 Media Solutions is a digital-forward, creative agency which helps with a wide variety of needs, including website design, social media, and search engine optimization. To learn more, visit i3mediasolutions.com