

# 45 IDEAS

## Multimedia Brand Marketing

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### MODERATOR

**PAT TROWBRIDGE** is Vice President and Group Publisher - Equine & Agrarian Titles for i-5 Publishing, publisher of *Horse Illustrated*, *Young Rider*, *Hobby Farms* and HorseChannel.com. He began his publishing career in 1996. During his over 18 years, he has held many positions including Advertising Sales Representative, Advertising Sales Manager, Advertising Director for Equine Group Publications, Director of Corporate Special Projects, and Associate Publisher for Trade Titles. Pat grew up riding horses on his family's small farm in Kansas. He resides in Southern California with his family.

### PANELISTS

**TODD KRIZELMAN** is MediaRadar's co-founder and CEO. He is an expert in Internet and magazine publishing. From 1994 to 2001, he was CEO of [theglobe.com](http://theglobe.com), leading the company from inception and taking it public on NASDAQ. The company hosted an Internet community of 20 million monthly users and published a collection of video game magazines and Web sites. From 2003 through 2006, he worked for Bertelsmann in publishing, working in Barcelona and New York City. Krizelman is a graduate of Cornell University and Harvard Business School.

**HOLLY DAVIS** is principle of Horsefly Group, an ad agency and full-scale digital firm. She is a 1989 graduate of UT Austin's Texas Creative program, perennially ranked #1 in the nation for advertising copywriters and art directors. She started off as a copywriter for global aviation brands at ESW&D, then was senior copywriter at another aviation specialist agency, Keeton

Rich & Dickerson. In 1995, Davis went out on her own and founded an agency which eventually became today's Horsefly Group. A curator of team talent, her agency has been awarded Best in Show at the prestigious AIM awards twice, and two Addys. Davis has served on several boards of directors, and was named a small business leader of the year in metro Washington, D.C. She's a commercially rated pilot and rides dressage and eventing.

**COLLEEN SCOTT** is the Public Relations Manager at Sullivan Higdon & Sink (SHS), an advertising and public relations agency with offices in Kansas City, MO; Topeka, KS and Washington D.C., where she works on the Merial equine account. Prior to joining SHS, she was a freelance writer and has more than 300 equine-related articles to her credit. A graduate of the University of Missouri Columbia School of Journalism, Scott also shows on the Arabian horse show circuit.

1. **Identify your brand's key influencers.** Think about who is going to purchase your product. Who influences their decision-making? Would it be beneficial to use these key influencers as part of your marketing efforts? Could they be spokespersons for your brand?
2. **Work smarter, not harder.** Focus your efforts on one industry with similar advertisers. Create a checklist for multimedia (online, email teaser, twitter teaser, facebook link). A little homework before a pitch will help you to make the most of your meeting with a client.
3. **Look at your materials (and really, everything) from your customers' POV (point of view).** Speaking to media kits in particular, run a study on who is actually reading your publication. Gather demographic details such as horseowners (or no), landowners (or no), what seat they ride, specific discipline, whether/how much they compete, age, HHI, gender. Whatever your study reveals, don't hide from that truth, make it strength. For example, your readers don't compete? That's perfectly okay. Find out what your readers spend a lot of money on, and go after those advertisers. If you aren't a publisher, looking at your materials from a customers' POV is just as critical.
4. **Develop consistent messaging.** A major part of building a successful multimedia campaign is positioning your brand in a consistent way within the marketplace. If you aren't consistent across all mediums in message, copy style, imaging, etc., your brand can't become recognizable among your audiences.
5. **Encourage best practices.** They are best practices because they get results. For video – have a skip button, 15 second videos are the most popular, create video specific for online, and don't reuse TV. (This doesn't have to be costly for the client, make something fun).
6. **Spend some time defining your brand DNA.** Why are you in business? What do your products stand for? Building a brand is more than a logo and an ad. You must also ruthlessly expand your product line along your specific DNA, and kill or sell any products that do not fit that DNA. Everyone likes to point to Apple as the pinnacle of this, but with good reason. Investors and critics always wanted Steve to produce a cheap laptop. But he stood firm - he couldn't produce a *quality* cheap laptop. So he didn't. When your media buys your PR, your creative are all built on a solid foundation of company DNA, and match that DNA, that's where the magic happens.

7. **Find your story, and tell it in a killer way.** People respond positively to brands that have something relevant and interesting to say. Selling your product or service is the end goal, but your brand's narrative is what keeps potential and current customers locked in. Each medium can convey the story in a different, well-crafted way, but all messaging should align to avoid confusion.
8. **Show an ROI** for your client to ensure they will continue marketing with you. Measure traffic using Google analytics. See where your traffic is coming from and adjust content toward them. Learn the most popular parts of your website and leverage them with advertising. You have to be comfortable talking about the numbers.
9. **Have a written manual defining your brand.** It can evolve, but this manual will keep you on the straight and narrow as to brand identity. Logo usage and variations, official palette (both primary and secondary), fonts, and your voice. You might also include your brand archetype here, there are 12 of them to choose from, and they can sometimes be helpful in brand definition and development.
10. **Create a multimedia experience.** Every medium should have its own focus and its own set of strategies. Print and television may be primarily informative, social channels can be used to share product/industry news and encourage conversation, and websites may be used as an ordering hub. While differing in execution, they should all blend together to create an unforgettable experience for your audience.
11. **Under promise, but over deliver.** This might sound silly but every advertiser wants more and there is nothing more disappointing than results not being there. Add to your packages during a campaign to make your advertiser feel special.
12. **Make your contests about your brand.** Now that contests are legal on Facebook, and [Woobox](#) has made them so easy to administer, we see a lot of small companies jumping in to do it themselves. Unfortunately, many of them choose a prize that's not their own product, defeating most of the good effects of creating buzz through the contest. Make the contest easy, and give away your own product. An exception to this is publications, who might give away their advertisers' products as part of their promotion package they sold to the advertiser. However, even publishers should remember to push their own brand, as something that is larger than just a collection of advertisers.

13. **Adapt based on results.** Using the metrics available, adjust your media mix and budget to fit your unique audience's behaviors. Don't be so stuck in the original plan if it isn't working.
14. **Always have fresh content** and tease it using social media. The internet is a constantly changing world, fresh content is key to visibility. You have to promote that content across platforms as well. We are not all sitting in front of a computer all day, but we all have our phones.
15. **Clean up your nested Google results.** Make sure your individual pages are not just picking up the first line of text. You can enter your own text for Google to display, so your customers see a professional, organized, descriptive list of what your website contains. Once you change the descriptors, it may take a little while for Google to change it over. This example from SmartPak shows well-done nested results. They use key words like "Horse Tack, Supplies, Equipment", "riding apparel", "horse supplements", and "horse blankets" to drive their site higher in organic rankings.
16. **Adhere to brand strategy.** With multiple channels, particularly social channels, come opportunities for the temptation to *react*. This can be a double-edged sword. Be careful not to stray from the brand strategy and message.
17. **Text teasers/push messaging** for stories/news is hot right now. Use a third party provider like [Mobile Commons](#).
18. **Blogs aren't for people; they're for Google | Bing | Yahoo.** Every time we tell clients they need a blog, they roll their eyes and say, "Who has the time to read those, let alone write them?" The answer is that people reading the blogs is just icing. Sure, we share them around socially and use links to increase relevancy and ranking... all those things are potential exposures of your brand to real, live human beings. Maybe even potential customers! But the real cakes here are the search engines. If your site is consistently updated with a relevant, key-worded, cross-linked blog that's properly SEO'd, the search engines will rank you higher. Get other high-ranked sites to link your blog, and you go up even further.
19. **Don't just ask for feedback. Use it.** Your brand should cater to the desires of your intended customers. So if they're telling you what they want, either through social media or phone calls or letters, listen. That's how brands evolve, mature, and develop a loyal following.

- 20. Online is interactive; use it to your advantage** – create opinion forums, product reviews, contests, readers’ content, video, etc.
- 21. Be REMUS with your creative.** Relevant, Engaging, Memorable, Unexpected, Simple. Our client Horse Quencher is a product that makes horses drink. That’s all it does. Stop for gas, horse won’t drink for the 8 hour trip - mix Horse Quencher in the bucket and BOOM - horse drinks. So our launch ad featured the headline: *Do you have a drinking problem?* with a dopey looking horse. It’s relevant... Horse Quencher solves the problem of horses not drinking. It’s engaging - it asks a question with a sense of humor, and invites the reader to “complete the circle” i.e. be curious about what this ad means and figure it out. It’s memorable, as those words are already ingrained in our psyche; we’ve just hijacked them for another cause. It’s unexpected, as those words are pretty far out of the norm for horse magazines. And it’s simple.
- 22. Use guerilla tactics.** Build a loyal and vocal group of followers through guerilla marketing tactics. Have a product people use at horse shows? Put magnets on bathroom mirrors or wrapped treats in show offices. Send a mascot to pass out treats. Provide water buckets. Hire people to give horse baths. Deliver your message in an unusual way and it becomes memorable.
- 23. Stay on top of new advertising trends,** offer native advertising – Content is king and when it comes to the internet, everything is for sale.
- 24. Ux (usability) matters.** Usability is the art and science of how people (and search engines) are able to use your site. Follow best practices, test new ideas, and be sure that the most important information is always above the fold. Things like having a clear, easy to follow navigation and menu, and setting a separate action color that is ONLY used for calls to action can have a huge impact on your business’s success and how people engage with your site online.
- 25. Design highly sought-after wearables.** Let others do the promoting for you by designing quality, fashionable wearables that promote your brand. Find a way to distribute them to people that can influence your target market.
- 26. You are the expert; leverage it to your advertisers.** Think good housekeeping seal of approval. Create an award or endorsement to your advertiser for sale. Create an advertising package around it.

- 27. Go mobile!** Mobile matters almost as much as desktop these days, and arguable more so, depending on your brand and business. More people are accessing the web via mobile devices and want information in real time. Not having a mobile optimized site or a site that is hard to find in mobile search can be brand suicide. Half of all searches are done on a mobile device. 86% of mobile internet users are on their devices while watching TV. 91% of mobile internet access is to socialize. And over 70% of mobile searches lead to action within one hour!
- 28. Generate activity.** Ask your customers to get involved with your brand. Host a contest on Facebook. Include a QR code redeemable for merchandise in your advertising. The days of consumers merely looking at ads and responding to them are over.
- 29. Use social media to enhance your advertisers' messaging.** Your readers are personally passionate about their horses; use it to your advantage. You can showcase products that are backed by your brand, you can show video, interact with readers through contests for products, charity, etc. Don't do all social media, think about which platforms relate to your business.
- 30. Know your funnel.** Everyone knows the main marketing funnel of Awareness, Interest, Preference, Purchase, but where to spend your marketing dollars when you're on a limited budget means knowing where you need to be online. Younger brands need to focus more on brand awareness, while more mature brands can focus on the latter stages of the funnel. Remember that the first step in getting someone to buy your products is getting them to know who you are and identify with your brand.
- 31. Link your media together.** Have print advertising that drives consumers to your website. Have an interactive website that directs them to a Facebook page for more information. Develop a mobile application that can be used in retail outlets. Connect your efforts together for a seamless promotion versus having multiple efforts that don't work together.
- 32. Use creative illustrations.** Step out of classic advertisement and look to display advertiser's messages; use fun illustrations to help relay the message. Infographics, short videos, and photos help to tell a story that people relate to and understand. They also make a lasting impression.

- 33. Time matters.** Everyone remembers that print ads have 3 seconds to work. Digital ads have shrunk that time tremendously. So first, make sure your ad loads instantly. Second, know that you have a ½ or 1 second to get noticed, and maybe the same amount of time afterward for the reader to comprehend your message and either act or dismiss you.
- 34. Develop mutually beneficial partnerships.** There is power in numbers – identify products that are used in conjunction with yours and cross promote. Examples: feed/buckets; running shoes/socks; snow shovels/salt; maps/cars.
- 35. Email sponsorship.** Email sponsorship is as simple as a mail merge. It is also inexpensive. We all read emails because they are short and sweet. I would encourage having these come from a person, not a mass box. You can have advertisers sponsor giving exclusivity to your client.
- 36. Real time integration.** Whether it's a matter of tweeting along with your favorite show, following industry events, or taking advantage of real life mishaps (who doesn't remember the Oreo tweet during the Superbowl power outage?), being relevant in real time means having an integrated presence both offline and on, and realizing that life doesn't happen in a silo. Recognize where your audience is likely to be, and take advantage of that in your marketing efforts. The Oreo success started with a simple challenge 18 months before their huge success: "We will be active socially every day."
- 37. Reward people for sharing your website or Facebook page.** People like to share – and people involved with specific niche markets want to know what others within their groups are excited about. Whether you are promoting hair gel, equine nutritional supplements or movies, what others think is important. Reward the first 100 people (or whatever number is economically feasible) who "like" your Facebook page with a coupon or free product.
- 38. Identify your targets within the segments.** Are you looking at targeting horse trailers? Research key players and understand what their buying patterns look like.

- 39. Logo development / redevelopment.** Good looking people are more successful as sales people, as a rule, and it's no different with logos. Attractive logos that make sense with the business or product they represent are the foundation of any good brand. Things we look for in recommending (or not) a tweak, a makeover, or a do-over: Is it trademarkable? Does the logo reproduce well teeny-tiny and huge? Does it look good in grayscale? Does it have a vertical and horizontal option for orientation? Does it have a mark separate from the font? This last one is optional, but it does give you lots more options when it comes to producing things like ball caps and other specialty needs. The quintessential example of this is the NIKE font/name, and the SWOOSH mark. Ultimately, you're looking for *flexibility within a framework*.
- 40. Create a loyal users' club.** The current rage at grocery stores is to provide customers with discounts at gas stations for making qualifying purchases. What kind of incentive can you create to increase sales? Discounts on your own products after a certain amount of qualifying purchases? A partnership with another product or service that your customers are likely to also need or purchase?
- 41. Create a checklist** for multimedia to execute accordingly. Multimedia campaigns require a lot of moving parts. Staying organized with messaging is vital to success (online, email teaser, twitter teaser, Facebook link). This will ensure that you met all parts of the campaign.
- 42. Tagline development.** A great positioning statement is defined differently depending on the age of your brand and the size of your budget. One of my all-time favorites is GE's "We bring good things to life." Think about how hard it is to define what GE's many varied businesses offer; one might say the central theme is electricity and machines. So, they bring things to life (although they have a healthcare division, this isn't meant literally... yet). And who doesn't sigh with relief when the lights come back on after a power outage? One of the best tag lines ever. Now picture them as a tiny startup with few funds and no awareness of what they do. Might need a less poetic, more direct tagline. The leading edge of small electrics, or some such dry nonsense might serve better until growth and awareness allows a more nuanced, lovely "love brand" approach. In any event, a tagline should sum up what you do in just a few words set on one line. And quotation marks? Just don't. Please.

- 43. Provide educational resources related to, but not directly promoting your products.** What does your customer need to know about the need or issue your product is designed to address? If you are selling nutritional supplements, develop a series of related videos about overall nutrition, not just the need your product meets.
- 44. Build a strategy** that fits the brand's and a proposal for the client based on what you have learned. You don't want to push a print campaign if they only advertise online.
- 45. Create a "touch points" calendar.** So if I told you that you could contact a prospective customer weekly or bi-weekly for an entire year, what would you say... too much? Sure sounds like it. But if you take a 52 week calendar, and write down the trade shows where you're likely to shake hands and have a quick word with them; then mark down a few holidays where you might have the opportunity to send them a branded card with a handwritten signature (and maybe even a best wishes message); then set a goal of sending them a "thought of you because" email that links to a news story related to their business; and then did a full marketing mix of at minimum four additional mediums (e-news, e-quick tips, focused advertising) in which you've "touched" this prospect... you're at least 26 points, or semi-weekly. Because you are using at least seven different mediums, they don't recognize the contact as too much; they recognize it as thoughtful, knowledgeable, behavior by someone they trust. Make sure all of these ways of getting in front of your customer are personal enough to fit them, plus fit your brand DNA, and you'll have a well-built brand.