

Integrated Marketing

Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with your business and brand.

It brings all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media into one interactive campaign.

It is ideal for local business who want to more deeply engage with the local community using a variety of channels to increase their business.

The key ingredients of an Integrated Marketing Campaign (ICM) at Star News Group are;

- Print advertising targeting the clients preferred region highlighting the promotion and calling for entrants
- Online advertising on star community highlighting the promotion and linked to competition page
- Use of social media platforms highlighting the promotion and driving promotion entries
- Creation of competitions, ballots, quizzes client generated content that is topical, timely and relevant
- Electronic Direct Mail (EDM) communicating the promotion to all entrants and a Star promotional database of 3000 (growing weekly)
- Provision of entrant database (lead generation) for client
- A truly Integrated marketing campaign



What are Contests & Interactive Content?



Quizzes

Whether personality or trivia, these fun, creative campaigns can be created on just about any topic.



Sweepstakes

No one will turn down a chance to win a great prize. Sweepstakes drive huge engagement numbers and grow your database too.



Video Contests

With the ease of mobile uploading, video contests are a great way to connect with your audience and create content for your site.



Photo Contests

People love a chance to share their photos. These contests and galleries are great for creating engaging content on your site.



Polls

A poll allows you to pose quick questions to your audience and see how they vote on a particular topic.



Ballots

Give your audience the opportunity to vote on their favorite topics from citywide metro ballots to unique, niche topics.



Pick'em's & Brackets

These popular prediction contests allow your users to challenge their friends and family on the big event of the season.

We provide our clients with;

- Concept design
- Back end infrastructure to run online competitions, place adverts and manage social media posts
- Database management – Collection of database/entries
- Creative content – tailor-made to clients needs
- Leads directly from entrants

All for one overall cost from start to finish.

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At Star News Group we have created a calendar of popular, topical events that are already on the minds of readers and created IMC's around them. All IMC's increase the database of people in our community who we can communicate with.

This allows local businesses to be engaged through sponsorship of these sweepstakes, quizzes and polls.

They include such events as:

- Valentines Day
- Easter
- Mothers Day
- Fathers Day
- Spring Racing Carnival
- Christmas

Involvement is simple and in two levels.

1. Sponsorship with logo branding on all IMC elements with provision of prize and monetary investment (Several sponsors involved)
2. Exclusive sole sponsor. Branding, naming rights and client generated content allows domination of the campaign and can include email opt in using a specific client question.

Tailor-made promotions

In addition Star News Group can create a tailor-made contest, quiz or poll for your business.

It can support your own marketing campaigns and strategy and reinforce your brand and initiatives within our local community.

We can sit down with your team and create an IMC just for you. We have some great ideas!



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Example costings

Sponsored Sweepstakes/Quiz – Campaign runs 2-3 weeks (Up to 3 sponsors)

Print campaign including logo:

- Quarter page horizontal advert (2 in total)

Digital Campaign including logo:

- Leaderboard/MREC on star community (4 weeks)

Email Campaign including logo:

- Invitation email to Star promotional database (3000 plus)
- Thank you email to all entrants with coupon or offer

Email opt in on competition registration page

Optional Facebook like box on the registration page

Social Campaign

- Competition shout outs on Star News Facebook & Twitter twice per week.

Investment for Sponsored sweepstake - \$1200 plus gst



Cutest Pet Costume Photo Contest

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Example costings

Advertiser Unique Sweepstake/Quiz – Campaign runs 2-3 weeks

Exclusive advertiser branding on promotion and materials

Advertiser to provide unique prize (\$300 - \$500 value)

Print campaign including logo:

- Quarter page horizontal advert (2 in total)

Digital Campaign including logo:

- Leaderboard/MREC on star community (4 weeks)

Email Campaign including logo:

- Invitation email to Star promotional database (3000 plus)
- Thank you email to all entrants with coupon or offer

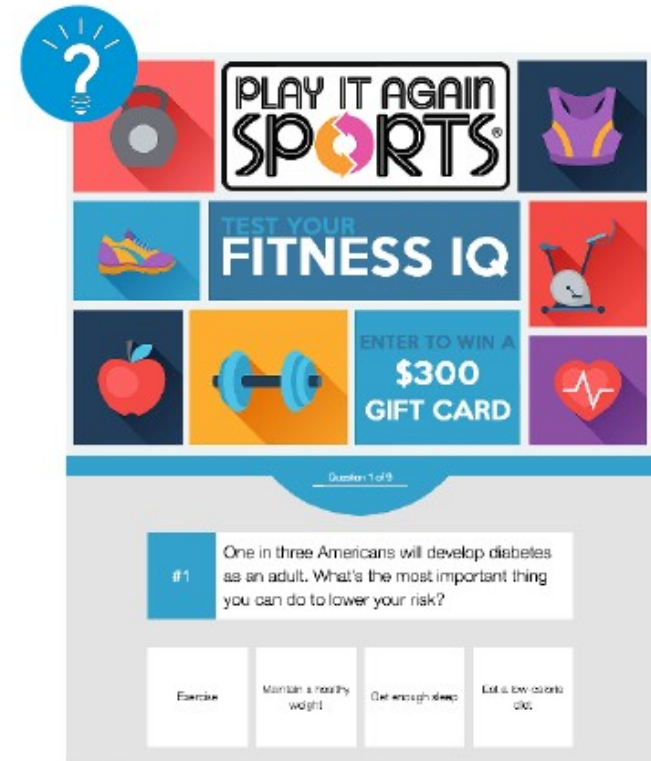
Email opt in on competition registration page

Optional Facebook like box on the registration page

Social Campaign

- Competition shout outs on star news Facebook & Twitter twice per week.

Investment for Advertiser Unique sweepstake - \$2000 plus gst



Test Your Fitness IQ Quiz