

May 2015 issue of Media Pulse from Towne AllPoints.

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MediaPulse

Points and tips from the experts at Towne AllPoints Media and Marketing Services.

Volume 2015 Issue 5

Benefits of cross media marketing and fulfillment.

Welcome to the May edition of the Towne AllPoints Media Pulse Newsletter. In this issue we will be sharing the competitive advantages of fulfillment and how to successfully use cross media marketing.

How to capitalize on cross media marketing.

How do you determine when during the buying cycle to reach your prospective customers? How do you know which advertisement or medium is delivering the highest return on your investment? At what point do we determine what is effective and what is not?



There is no secret or magic formula for using cross media marketing to reach the exact audience.

For example: What if you were able to reach your primary buyers via direct mail before your competition?

“Cross media marketing

Competitive advantages of outsourcing fulfillment.

The idea of trusting another business to handle your product fulfillment may seem nerve-racking. Whether you're a new enterprise with smaller order volumes or a veteran business with sunk costs in warehousing facilities, managing inventory, order assembly and fulfillment in-house is likely not the most cost-effective option. We have helped hundreds of businesses grow and become more efficient. Towne AllPoints' fulfillment services offers five key competitive advantages.

“We have helped hundreds of businesses grow and become more efficient.”

Reduced Overhead: Investing in facilities, personnel, IT management systems and equipment can be expensive.

Economies of Scale: We provide the same services for multiple companies. With greater efficiencies come greater savings.

campaigns work to unite all of your brand's marketing messages"



In addition to beating your competitors; how about selecting prospects in your targeted demographics and brand products and messaging to deliver compelling offers? Utilizing keywords to improve your search ranking in conjunction with an online campaign that compliments the direct mail can also provide an increase in responses.

Each form of media is tracked with custom calling numbers and landing pages that capture this in real time. This supports the efforts of effective cross media marketing by documenting the spend for each and letting you, the client know exactly what the cost per lead is and the cost for conversion.

Cross media marketing campaigns work to unite all of your brand's marketing messages to ensure that you reach your target audience through more than one touch point. A HubSpot survey offers statistics that demonstrate the need to incorporate more than one communication channel — from print to email to social to mobile marketing — each channel of communication reaches a portion of your audience you may not have been able to reach without it.

Safety & Associated Costs: Towne is responsible for safety, training, certifications and regulatory compliance measures associated with fulfillment.

Reduced Shipping Costs: You enjoy the benefit of shipping discounts due to the quantity of packages that we send out daily. In addition to these cost savings, we also eliminate the headache of coordinating distribution and finding the lowest cost shipping options.

Product Assembly & Kitting: We offer product assembly services which give you flexibility in the manufacturing process.

By leveraging the five competitive advantages above, companies who outsource fulfillment find they have more cost savings to pass on to their customers and more time to focus on their core business.

To get more information and to schedule a complimentary consultation with one of our Direct Marketing professionals. Visit us at: <http://www.towneallpointsmedia.com>, like us on Facebook or call us at **714•708•4056**

To connect with one of our Fulfillment professionals visit the Towne AllPoints web site at: www.towne.com

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