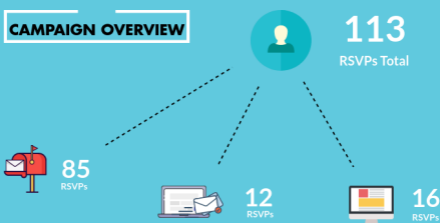


ADOPTING OMNI-CHANNEL

In the new age of marketing, prospects expect to be engaged consistently across channels. Technology has enabled us to create easy to use, effective strategies that solve this growing challenge.



CAMPAIGN OVERVIEW



DIRECT MAIL

The OmniChannel campaign starts with direct mail. Our marketing experts help you establish your target audience based on and other characteristics like the geographic scope of the campaign.



We then use the exact same households used in the direct mail campaign and reach out with an email mimicking the direct mail invite.

Over half of advisors cite email as the channel best suited to drive value in conjunction with other media.

EMAIL BLASTS



DIGITAL ADS

Throughout the campaign, we are running digital ads to the target audience to affordably replicate the effect of broadcast advertising (radio and TV) for brand building and direct response.



TRADITIONAL SEMINARS



OMNI-CHANNEL SEMINARS



OMNI-CHANNEL MADE EASY

Advisors are steadily recognizing that all channels, traditional and digital, play a critical role in obtaining desirable response rates. Conducting effective OmniChannel is EASY with LeadJig's platform and Acquire Direct's campaign orchestration. For roughly the same cost as a traditional seminar, you can achieve tremendous results!



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Rely on TouchFuse companies' vast array of technology and services to make quicker, more informed marketing decisions.

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