

How It Works

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LEADERSHIP • Thought Leadership for Messaging

CEO and/or LEADERSHIP MESSAGING



This is a 4-page cover wrap example, showing four panels.

FRONT COVER



INSIDE FRONT



BACK COVER



INSIDE BACK



How It Works

EXAMPLE • CAMPAIGN VISUAL – The Economist

THE ECONOMIST IS PUBLISHED WEEKLY, WITH MULTIPLE COVER WRAPS FROM CLIENT. TARGETING THE SELECTED HIGH-LEVEL EXECUTIVES FOR AN ENTERPRISE AUDIENCE LIST. EACH DECISION-MAKER RECEIVES A FULL-YEAR SUBSCRIPTION, COMPLIMENTS OF INDEED.



COVER WRAPS
SETUP EVERY
TWO MONTHS

COVER WRAP #1

COVER WRAP CW #2

COVER WRAP CW #3

COVER WRAP CW #4



SALES TEAM
INTERACTIONS

COVER WRAP CW #5
COVER WRAP CW #6

CAMPAIGN • Fully Integrated Omnichannel



DATABASE DEVELOPMENT

Build **database** to match
for **ANY B2B or C-SUITE**
high-value target audience



OFFLINE INTEGRATION

Select high-level executives
for CLIENT'S messaging
strategy with content partner



ONLINE INTEGRATION

Select broader targeted list
for integrated outreach via
Email or LinkedIn for sales

STEP 1 • DATABASE – Name-by-Name Targeting



Database 'target' is defined with client for prime focused messaging



Client determines how many targets are already available via their CRM



Audience Innovation pulls additional targets to supplement the total list

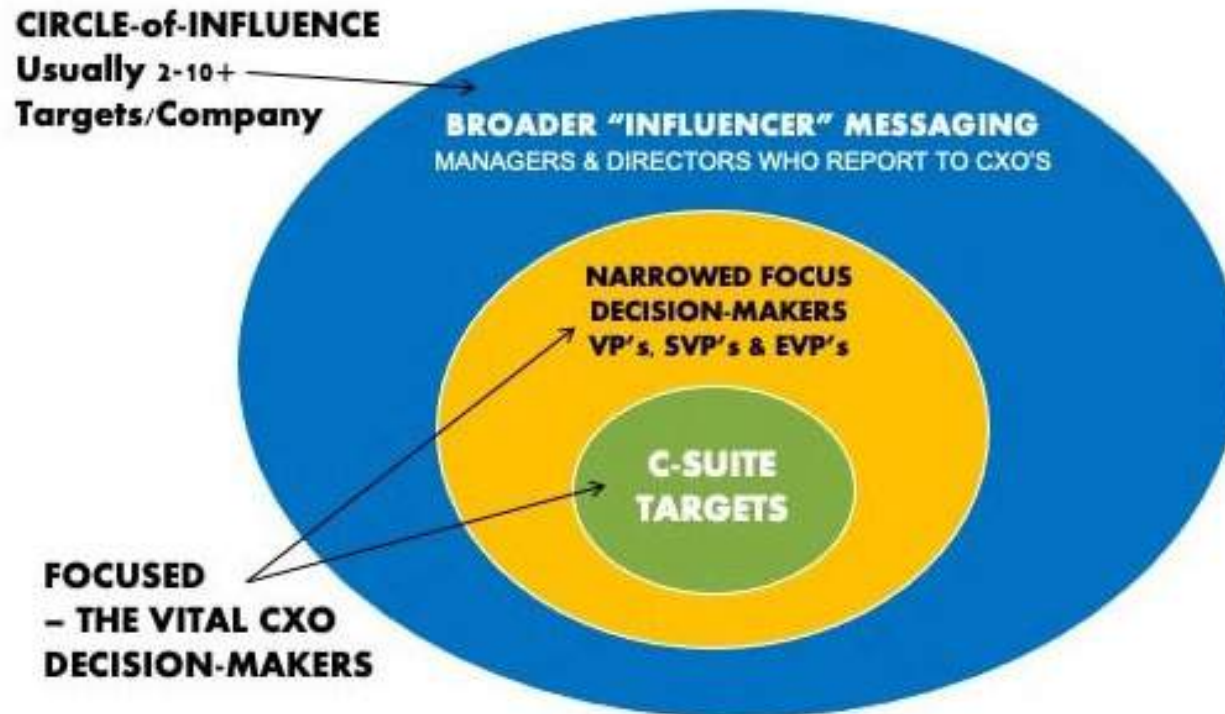


Targets are first prioritized and then, the total count is aligned & budgeted



Most clients will use both their own & Audience Innovation combination

TARGETING Illustration for “Circle of Influence” Audience



The 'circle of influence' is often the attribute that causes conversational “bounce” inside a company, especially C-Suite (see diagram)

Two lists emerge: a) the focused list for high-level VIP messaging and b) broader list to augment the campaign's total outreach.

STEP 2 • TIMING is Scheduled for Quick Launch



From database completion, the announcement is typically 6-8 weeks launch



Each magazine's timing varies based on their annual publishing schedule



Utilizing same magazine for all markets is most efficient and most effective



Cover wrap design is simplified vs. multiple versions, along with scheduling



Most clients identify a high-level executive/s for the messaging sequence

STEP 3 • MAGAZINE PARTNER is the Last Component



Due to magazine/publisher variations, the magazine choice is the last step



Factors like deliverability, timing, frequency and cost are key elements



Recommendation is based on the client's campaign platform specifics



Cover wraps are scheduled quarterly or, best, every two months for impact



Cover wraps scheduled too often will decrease campaign effectiveness

STEP 4 • INTERNAL SALES & Tracking Integrations



Sales integration will vary client-to-client based on several factors



What's best is to have a CRM 'field' created for tracking the program



Each salesperson can then attribute each CTA in real time, with tracking



Target quotes and other details can also be tracked with perpetual ease



Campaign is fully trackable, database adjusted and ROI \$\$\$ determined

STEP 5 • EMAIL & LINKEDIN Integration Outreach



Each campaign can be targeted with both outbound emails & LinkedIn



Messages are pre-written for sales team for automated or personal reply



Each salesperson then manages the conversational sequence with targets



Via QR code/s placed in the cover wrap design, further bridge to digital



Additional elements like publisher's webinars provide further invitations