



# Mythbusters: Multi-Channel Marketing

Busting common myths about multi-channel marketing

October 18, 2023

# MYTHBUSTERS



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# MYTH

**Multichannel marketing  
always involves online and  
channels.**

# MYTH: Multichannel marketing always means online & channels.

Status **BUSTED**

**FACTS:** Generally, multi-channel marketing encompasses several channels on the digital side, and only sometimes traditional offline channels as well. This means:

- A combination of online platforms — websites, email, social media — is key. They are interrelated based on how people access them, and having them support a common campaign is a huge advantage.
- Offline channels like direct mail, print advertising, and events require more significant budgets but could be effective based on target audience and the goals for the campaign as a whole.

# MYTH: Multichannel marketing always means online & offline channels.

## Status **BUSTED**



Help No Kid Hungry Raise \$500K!

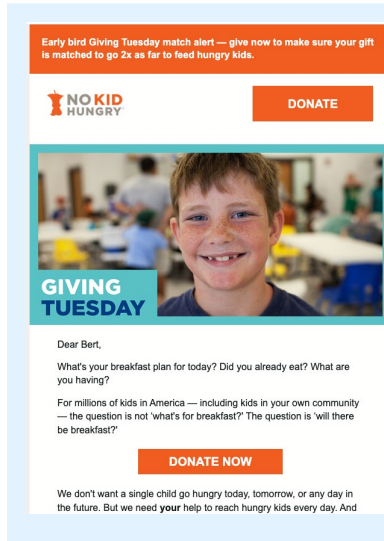
MATCH MY DONATION

GI•VING TUESDAY

NO KID HUNGRY

A display ad for No Kid Hungry featuring a young boy eating an apple. The text encourages a \$500K donation match during Giving Tuesday.


Display Ad/Lightbox



Early bird Giving Tuesday match alert — give now to make sure your gift is matched to go 2x as far to feed hungry kids.

NO KID HUNGRY

DONATE



GIVING TUESDAY

Dear Bert,

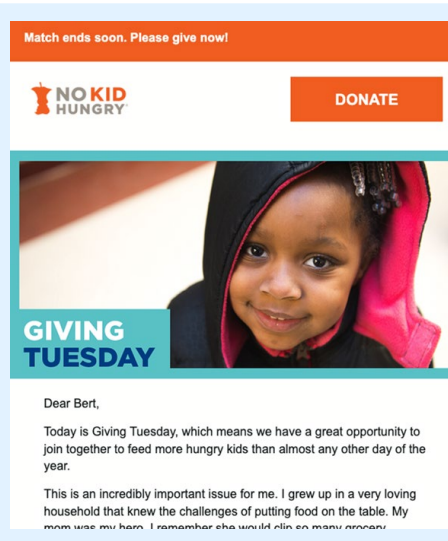
What's your breakfast plan for today? Did you already eat? What are you having?

For millions of kids in America — including kids in your own community — the question is not 'what's for breakfast?' The question is 'will there be breakfast?'

DONATE NOW

We don't want a single child go hungry today, tomorrow, or any day in the future. But we need your help to reach hungry kids every day. And


An email for No Kid Hungry with a match alert, logo, and a photo of a smiling boy.



Match ends soon. Please give now!

NO KID HUNGRY

DONATE



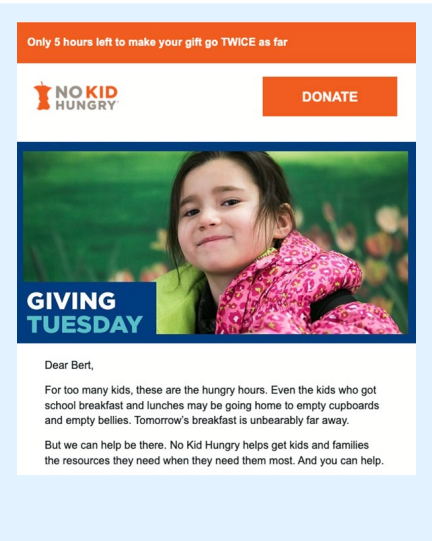
GIVING TUESDAY

Dear Bert,

Today is Giving Tuesday, which means we have a great opportunity to join together to feed more hungry kids than almost any other day of the year.

This is an incredibly important issue for me. I grew up in a very loving household that knew the challenges of putting food on the table. My mom was my hero. I remember she would clip so many coupons


An email for No Kid Hungry with a match alert, logo, and a photo of a girl in a pink hood.



Only 5 hours left to make your gift go TWICE as far

NO KID HUNGRY

DONATE



GIVING TUESDAY

Dear Bert,

For too many kids, these are the hungry hours. Even the kids who got school breakfast and lunches may be going home to empty cupboards and empty bellies. Tomorrow's breakfast is unbearably far away.

But we can help be there. No Kid Hungry helps get kids and families the resources they need when they need them most. And you can help.

An email for No Kid Hungry with a match alert, logo, and a photo of a girl in a pink jacket.

Emails (3 of 5)

# MYTH

**Multichannel campaigns are  
too expensive.**

# MYTH: Multichannel campaigns are too expensive

Status **BUSTED**

**FACTS:** While leveraging multiple channels may require specific allocated resources that will likely add up to more than if you'd utilized only one channel, this incremental cost can be justified and offset:

- Increased overall reach, engagement, and response, including more audiences on their preferred channel.
- Creative impact, introducing and reinforcing the offer several times and ways.
- Protect spend and costs in Paid Media, Web and Email with real-time monitoring allowing for adjusted spend as you go based on performance.
- Save on creative production costs with a consistent in-market evergreen Paid Media strategy.



**CONCORD  
DIRECT**

# MYTH: Multichannel campaigns are too expensive

## Status **BUSTED**

Having a cross-channel Media Plan with baked-in return on ad spend and cost per acquisition thresholds and safeguards can ensure you're targeting the right audiences with a higher likelihood of converting to keep you on track of hitting your projections.

Month	Google Paid Search Budget	Meta Budget	Test Channel Budget	Total Budget	Google Paid Search Target ROAS	Meta Target ROAS	Test Channel Target ROAS	Google Paid Search Projection	Meta Video Projection	Test Channel Projection	Total Projection
October	\$3,000	\$2,000	\$1,200	\$6,200	300%	200%	100%	\$9,000	\$4,000	\$1,200	\$14,200
November	\$10,000	\$5,000	\$4,000	\$19,000	300%	200%	100%	\$30,000	\$10,000	\$4,000	\$44,000
December	\$10,000	\$5,000	\$4,000	\$19,000	300%	200%	100%	\$30,000	\$10,000	\$4,000	\$44,000
January	\$3,000	\$2,000	\$1,200	\$6,200	300%	200%	100%	\$9,000	\$4,000	\$1,200	\$14,200



# MYTH

**Multichannel marketing is too difficult across multiple departments and agencies**

# MYTH: Multichannel marketing is too difficult to pull

Status **BUSTED**

**FACTS:** Multi-channel marketing strategies can actually work to foster collaboration, alignment, and greater cohesion between teams. That said, it does require some specific things for success:

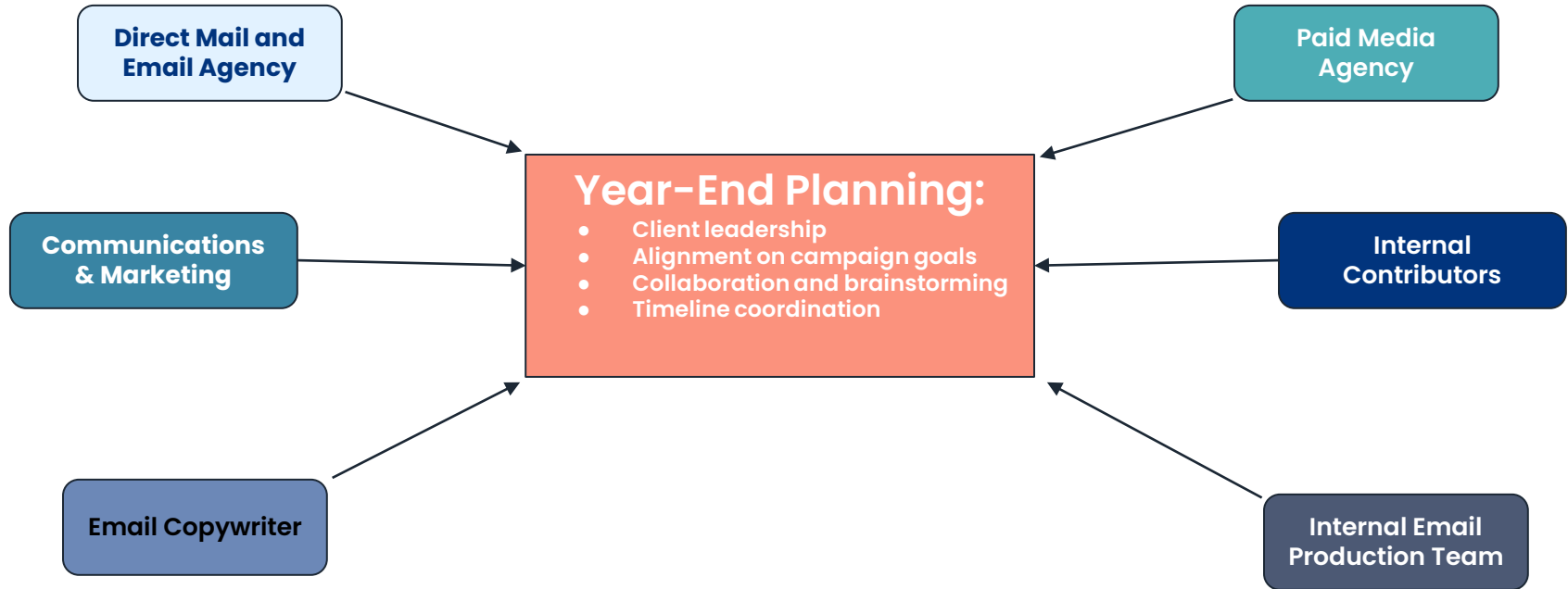
- Top-line campaign goals and a commitment to measure success in total, with respect for the specific channel strengths (to help alleviate attribution fights)
- Strategic alignment from the start around the goals, strategies, and themes
- Clear scheduling and planning — remember how each person/department/agency's contribution impacts progress overall



**CONCORD  
DIRECT**

# MYTH: Multichannel marketing is too difficult to pull

Status **BUSTED**



# MYTH

**Multichannel marketing is  
intrusive and repetitive with  
same message annoying!**

# MYTH: Multichannel marketing is intrusive and repetitive

Status **BUSTED**

**FACTS:** When executed strategically, consistently with a shared offer, and with personalized messaging, multi-channel marketing adds value to the donor experience. The key to success is to:

- Tailor the message and content to each channel and audience segment.
- Reach target audiences in their preferred channels with relevant content, framed to the strengths of that specific channel
  - Mail: longer format, traditional tactics
  - Email: multiple touchpoints with modified content
  - Paid: retargeting ads to support DM and Email efforts
- Consider audiences engaged in multiple channels for a cohesive donor experience

# BIGDAY2023

For a limited time, your gift will be MATCHED!!



Illustration by Brad Inhoff / Macaulay Library

KZDC

## Direct mail outer envelope

### BIGDAY2023

# One gift, worth TWICE as much.

Give to help save the birds you love.

Donate now



Lesser Yellowlegs & Greater Yellowlegs  
by Jorge Dangel / Macaulay Library

Lightbox



Sanderling by Brad Inhoff / Macaulay Library

Friend, Big Day 2023 is right around the corner! And you're invited to take part

What's Big Day? It's one of our largest annual fundraisers combined with a 24-hour birding marathon. Your support + our data-driven solutions = conservation action for the birds you love.

Tell me more!

This year, Team Sapsucker—our team of scientists, bird enthusiasts, and regional partners—are headed to California and Chile to spot birds along the Pacific Flyway! **Get the inside scoop** on what species they hope to see, why this fundraiser is so critical, and the important role people like you can play in making it a success.

Remember to **watch your inbox for updates about Big Day 2023**, happening on **May 13!**

More soon,  
Cornell Lab of Ornithology

## Campaign Emails (3 of 16)



Rufous Hummingbird by Bryan Calk / Macaulay Library

Hi there, Friend,

How would you like to enhance your encounters with birds? Well, you're in luck **When you enter our giveaway, you could win a pair of ZEISS binoculars.**

At the Cornell Lab of Ornithology, we want everyone to be able to discover and enjoy the wonder of birds and nature. That's why we're thrilled to **offer this giveaway** to ensure more people like you have the tools you need to spot your favorite birds in your backyard, at a local park, or along a nearby trail.

Team Sapsucker—a group of birders from the Cornell Lab and our local partners—will be grabbing their own binoculars when they head to California and Chile for Big Day on May 13. During their 24-hour birding marathon, they'll be spotting and counting as many bird species as possible along the Pacific Flyway to help inform and raise funds for our conservation efforts.

And to thank you for all you do to protect birds like the ones we'll be counting, we're offering this exclusive **48-hour giveaway** just for friends of the Cornell Lab. **Throwing your name in the hat is quick and easy, so what are you waiting for? Enter to win today!**

We'll draw and notify the lucky winners next week. We're rooting for you, Friend!

Good luck,

Bramble Klipple  
Senior Director of Advancement  
Cornell Lab of Ornithology

PS. This exclusive giveaway is our way of saying "Thank you" for your friendship. These ZEISS binoculars are perfect for all of your birding endeavors, in the backyard and beyond! **Enter to win now. →**



Sanderling by Sean Fitzgerald / Macaulay Library

Friend, don't miss your last chance to have your Big Day gift doubled.

Hundreds of your fellow bird enthusiasts have taken advantage of this opportunity — **won't you join them? Donate now, before the match expires!**

When you give, you're not only helping make Big Day a success, you'll be doubling your support for the Cornell Lab of Ornithology and our vital bird protection and conservation programs—an investment in our future and the future of our precious planet.

That investment pays big dividends for birds through groundbreaking efforts like the Cornell Lab's eBird Trends. This game-changing tool allows us to detect and diagnose bird population changes in remarkable detail—invaluable information for scientists and local partners as they develop conservation solutions.

Friend, **please don't wait to have your contribution doubled. Give today** and help fuel important work like our migration maps and other birding tools you love!

Hope to hear from you soon.

Jessica Cassidy  
Director of Membership and Annual Giving  
Cornell Lab of Ornithology

PS. Big Day ends at midnight...and so does our \$200,000 match. **Give now to have your donation for birds DOUBLED!**

# MYTH

**Multichannel marketing  
means it's a must to jump on  
latest trends!**

# MYTH: Jumping on the latest trends is a must Status **BUSTED** d

**FACTS:** New trendy tactics will be unproven for your organization and campaign, and should be approached with caution. However, DO jump on trends — AI, QR codes, TikTok, to name a few — if you:

- Intentionally test your way into incorporating it.
- Can give it a purpose and nuance that works specifically for your campaign, audience, or organization.
- Have the resourcing, budget, content to support the infrastructure of the trend.



# MYTH: Jumping on the latest trends is a must

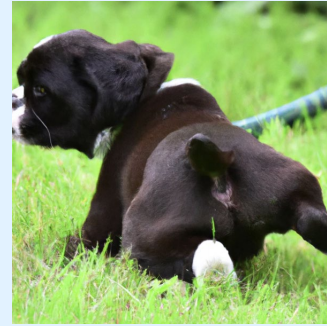
## Status **BUSTED**

Example: AI-generated images vs traditional images

Rainbow  
food art



Dall-E 2



A dog chasing  
its tail

Shutterstock



# MYTH: Jumping on the latest trends is a must

## Status **BUSTED**

When AI-generated images could work: If you need a more representative image and a photograph doesn't exist.



Dall-E 2 Prompt:  
“A representation  
of Sioux culture with  
jewelry, baskets and  
blankets”



Dall-E 2 Prompt:  
“A representation  
of Navajo culture with  
jewelry, baskets and  
blankets”

Caveats:

- Images/text would need to be fact checked for accuracy of the representation and to refine the prompt(s).
- Remember bias in existing datasets.

**Q & A**

# MYTH

**Multichannel marketing  
delivers instant results.**

# MYTH: Multichannel marketing delivers instant results

Status **BUSTED**



**FACTS:** Like any marketing strategy, multi-channel marketing requires time and consistency to yield significant results.

- Building brand awareness, cultivating customer relationships, and driving conversions through multiple channels require a long-term approach.
- Simply using more channels doesn't guarantee success.
- The focus should be on identifying the most relevant channels for the target audience, ensuring consistency, and integrating them effectively.
- An effective donor experience should guide decisions.