

## Multichannel Marketing

London - 13<sup>th</sup> July - 1 day

As customers multi-task, switch channels seamlessly and filter out interruptive, noise-based communications, the need for a multichannel, integrated approach has never been greater.

“Learn how to co-ordinate online, mobile, social, video, email and all other areas of branded communication, to ensure they are working together to grow your clients’ business.” **Tim Tucker - APA**

The course is organised in three key areas:

### Planning and strategy

- How online & traditional offline media is converging
- Audience behaviour
- Which channels work well together
- Selecting the right channels, tactics and metrics for your campaign
- Key considerations to take into account when briefing and developing creative campaigns for multichannel use.

### Integration

- Understanding the importance of integrated marketing communications
- The tools used by planners when developing integrated multichannel campaigns
- Considerations for direct response versus brand objectives
- Integrating creative, the importance of relevance and good call to action
- Media buying options, rates and the art of negotiation

### Delivery, measurement and analysis

- How to evaluate multichannel campaigns and what are the key complexities with on to offline / offline to online customer journeys
- Measuring campaign effectiveness

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### Trainer – James Matthewson



James A. Matthewson is a digital & direct marketing specialist with extensive experience of developing and delivering digital marketing, e-Commerce and e-Business strategies for clients across the world.

James’ 15-years industry experience is vast, working as digital strategy consultant to some of the world’s biggest brands, including AMEX, BBC, BlackBerry, British Airways, Cadbury, LloydsTSB, MARS and many more.

James was one of the first UK digital marketers to bring behavioural targeting into the UK and published an International white paper on the subject in 2005. He is a global marketing practitioner and trainer, published author, active blogger and runs his own digital marketing social network.

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