



As seen in **Greater Charlotte Biz Magazine, bizXperts**, December 2009

Traditional Media + Internet Media = Results

Author: William H. (Kip) Cozart, III, CEO, President, Co-Founder

There is an emerging, new formula for maximizing your overall marketing performance. As we shift into the new decade, more businesses are blending the reach, frequency and emotional appeal of traditional offline advertising with the immediacy, targeting, and measurable interaction that is found online. Traditional media advertising costs are at their lowest in recent memory. Internet marketing activities can also be implemented with great cost efficiency. It has never been more feasible (and more vital) for businesses to leverage the strengths of integrating traditional and online media formats. With a comprehensive, coordinated strategy, you will generate results with greater impact than by using these tools separately. **Think "Media Synergy."**

Television Advertising + Internet Media...Despite television's numerous advantages, the length of a traditional TV message is limited to only a few seconds. Further, timing the delivery of the television message to match the immediate need of a given customer can be haphazard and presents only passive, indirect options for a response. Adding supplemental online content to a television campaign increases the effectiveness. Campaign related web pages provide unlimited detail about the product, remain available whenever the information is needed, and encourage immediate gratification with a convenient ecommerce transaction.

Radio Advertising + Internet Media...Like television, radio advertising offers effective reach and quickly grabs the audience's initial attention. But, when a radio message is first received, most consumers are not in a position to immediately respond because they are involved in other activities at the moment. With concentrated exposure to numerous commercials, customers often cannot later recall key information. Internet media can help bridge this gap between advertiser and listener by posting detailed commercial content within an easy-to-retrieve, centralized online directory.

Outdoor/Display Advertising + Internet Media...Centralized online directories can also increase customer response to traditional outdoor and display advertising, by offering a consistent, easy-to-remember, reference tool where customers may easily recall and immediately act on the sales proposition.

Print Advertising + Internet Media...Internet media increases the use and portability of traditional print content. Advertising offers may be redistributed to a wider audience, by including a built-in "send to a friend" link placed within the message. "Keyword search" capability, when added to online versions of print content, extends shelf-life and helps customers locate and reuse the information over time. Print coupon distribution will be increased by supplemental "click 'n print" web pages, broadcast email campaigns, Twitter or Facebook.com announcements, or delivered "on-demand" by mobile smart phones with scanner-compatible display screens.

About the author:

As one of the region's earliest pioneers in the field of online communications, *Kip Cozart*, along with CC Communications owner/partners *Russ Husky* and *Loretta Cozart*, have consulted with hundreds of businesses and organizations to enhance and produce effective web, email, multimedia marketing initiatives and business process improvements for fifteen years. Contact kcozart@cccommunications.com or call CC Communications at 704-543-1171.