

WHITEPAPER

From Connection to Interaction: The Continuum of Marketing Channels

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EXECUTIVE SUMMARY

In a world of accelerated innovation and lightning-paced connection, consumers expect faster, more direct messaging and deeper engagements without sacrificing experience. The marketing industry certainly has no problem with speed and quantity, but the right customer experience will determine what's next. This white paper will explore the continuum of marketing channels, why we evolved from yesteryear's direct snail mail to today's cutting-edge apps, and how we can deliver a frictionless future.

INTRODUCTION

Ever since people had goods to sell, they've used marketing as a strategy. Finding new and better ways to connect with consumers has always been the priority.

It began with driving awareness—a broad push of static information that lacked personalization and often interrupted customers' lives. From direct mail and broadcast faxes to today's social media blasts and recently, SMS marketing, modern marketing has evolved significantly from simply making connections to inspiring interactions. Consumers demand personalized, dynamic, easy to share information as well as direct access and transparency. **Change is essential for success, and those most adept at it will rise as the new winners.**



MARKETING CHANNEL CONTINUUM

By now, we are all aware of many of the impacts shaped by digital transformation. However, understanding how technology shifts intersect with changing consumer behaviors and preferences is critical for success.

It should be no surprise that consumers have sought more personalized, richer content, like images and videos, which can be easily consumed and shared. Attention spans have decreased, and as a result, shorter, more engaging messages have resonated. Tools and platforms have continually pushed the bounds to redefine the speed of communications as well as evolving from simply making static connections to inspiring interactions. We see this supported by the newly dominant social media platforms like Instagram, SnapChat, Twitter, and Facebook. This massive shift has also empowered customers with two-way conversations making companies more accessible and letting consumer voices be heard. Consumers now take a much more active role in participating in conversations with brands and about brands (with like-minded people), as opposed to just being inundated with ads.

However, with all the positive changes associated with new communications technologies, there are still limitations as it relates to delivering a seamless and almost effortless experience. The fact is, we are now a mobile society and expect instantaneous access to information without having to change behavior. Yet blogs and social apps still require you to go to a site, download unique apps, and then click to open the app. It might seem trivial, but it's yet another action that is required to connect with consumers or for them to participate. Companies spend millions of dollars to make this experience as effortless as possible, but those barriers are still there. However, there is a communications tool that doesn't require any unnecessary

action; it is already used across all demographics, is resident (or native) on every mobile device, and it's been hiding in plain sight — more on this in a moment.

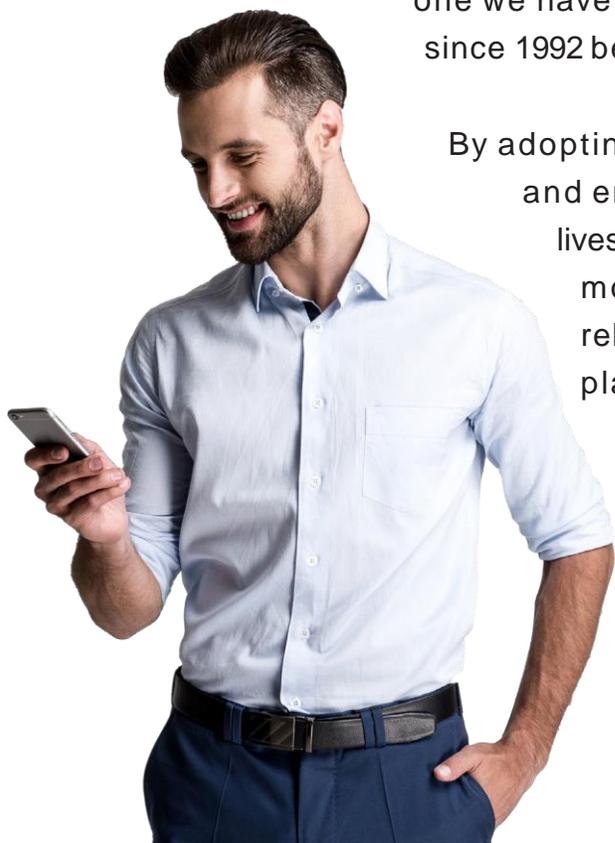
It's not about tech or experience; it's about both. Technology itself isn't the answer. A leading author, Tony Zambito, powerfully captured this by stating,

“ Instead of using technology to automate processes, think about using technology to enhance human interaction. ”

Automation has become a critical element for marketers and certainly can't be ignored to deliver speed, scale, and measured performance. If automation is a given, what technology creates less friction in providing more natural interactions?

This level of natural interaction between business and consumer can now be realized, not in any new-fangled technology, but in one we have all been using for one-on-one conversations since 1992 before the Internet was booming — texting!

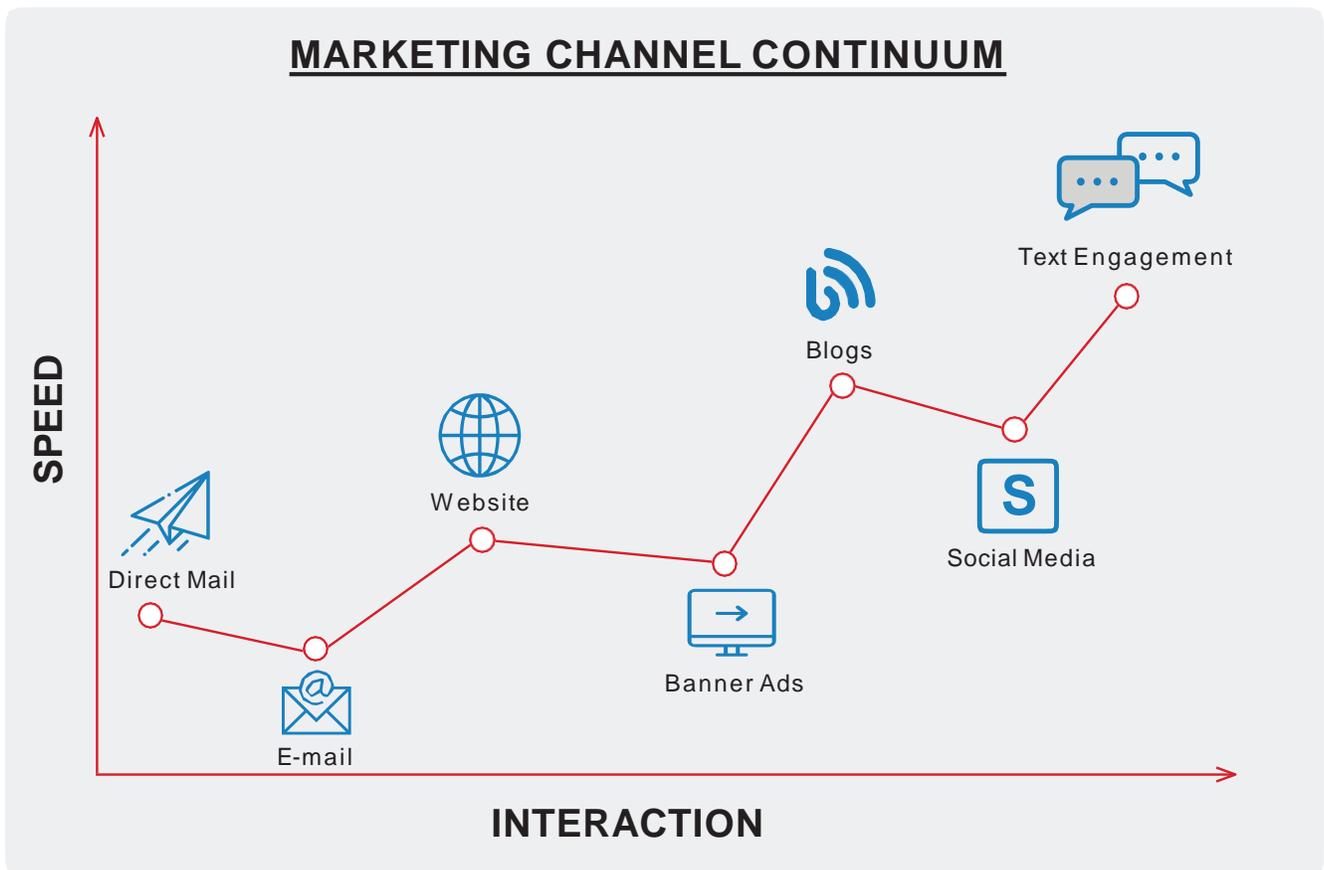
By adopting a native tool, like texting, that consumers and employees already use in their everyday lives, marketers can facilitate in-depth and more direct engagements, promising timely, relevant, and dynamic experiences. Text platforms can now deliver text, images, and video content faster than email, an app, or even a tweet. Beyond speed, these platforms provide two-way interactions with mass audiences, encouraging greater involvement and the ability of brands to listen.



CONSUMER INTERACTION

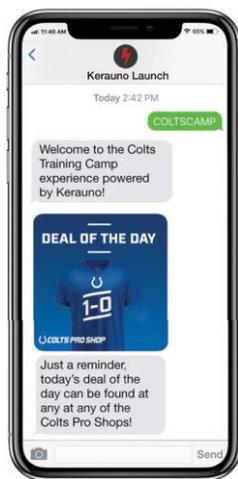
Consumer participation isn't just a nice just a nice dynamic, it is imperative, especially considering that 76% of consumers expect companies to understand their needs and expectations. 45% of Millennials say they aren't interested in traditional content marketing and are not swayed by it. To reach that influential group of consumers, new, engaging, and interactive ways must be tapped into.

As you can see on the marketing channel continuum, text engagement is the next frontier. It provides faster connections as well as more significant interaction. This isn't merely an opinion; there are statistics and capability to prove it.



TEXTING BY THE NUMBERS

Texting is the most universally accepted and utilized channel of communication today, but until recently, it has primarily been relegated to friend-to-friend or one-way business notification. However, the statistics supporting the use for business marketing paint a powerful image. It would seem that capitalizing on this natural behavior can result in the most powerful marketing tool to date. Let's take a look:



96% OF AMERICANS HAVE SMARTPHONES³

98% OPEN RATE OF TEXT MESSAGES⁴

90% TEXTS READ WITHIN THE FIRST THREE MINUTES⁴

91% USERS WHO OPTED-IN TO RECEIVE TEXTS FROM A BRAND RATE IT AS "SOMEWHAT USEFUL" OR VERY USEFUL⁶

78% PEOPLE WOULD LIKE A TEXT CONVERSATION WITH A BUSINESS⁵

45% RESPONSE RATE OF SMS TEXT MESSAGE MARKETING VS EMAIL RESPONSE RATES OF ONLY 6%⁷

KLAUNCH LEADS THE WAY

While text message marketing began as an effort to disseminate information or drive awareness, the ability to connect and interact with any audience in more personalized and innovative ways can now be realized with text engagement platforms like KLaunch — a unique, dimensional, value-share approach to marketing.

KLaunch offers companies the ability not only to send mass text, images, and video but the capabilities to drive more significant interaction, including voting, surveys, and promotions. This is tied together with robust management capabilities like message automation & real-time response, reporting & analytics, and mobile management.

The application of text automation is truly universal across verticals, and only our imagination limits its possibilities.

MORE ENGAGING AND DEEPER INTERACTIONS



VOTING

Real-time voting lets customer's voices be heard.



CONTESTS

Drive new ways for customers to get engaged with your brand.



INSTANT SURVEY

Get instant feedback to help guide decisions.



MMS

Express your voice in unlimited ways. Delivering images sent via text ensures a rich and impactful view.



SCHEDULED MESSAGES

Keep customers or employees in the loop to improve engagement before, during, and after an event.



INSTANT UPDATES

Give customers the inside track the moment it happens.



PROMOTIONS AND COUPONS

SMS coupons can boost sales with instant delivery and higher open rates than email or social coupons.



SECURITY

Direct delivery is critical when keeping employees or customers informed the moment an emergency situation might arise.

Further, 56% of customers actively seek to engage with the most innovative companies, and 64% expect companies to respond to and interact with them in real-time⁸. Real-time, two-way, mass text capabilities for direct and innovative communication raise awareness, fosters connections, and encourages interaction. With KLaunch, organizations engage faster, delivering greater impact no matter the audience.

INDUSTRIES

SPORTS TEAMS

Enhance fan engagement and administer team and management communications via text.

GOVERNMENT

Manage emergency notifications, court appearances, police/EMS alerts, and feedback.

MARKETING AGENCIES

Connect with clients or customers, accelerate buyers' journey, or improve lead generation with the power of text.

UNIONS

Ensure everyone is mobilized when the moment strikes and ensure critical updates are read.

POLITICAL CAMPAIGNS

Engage voters, establish real-time feedback, and incite action.

FITNESS CENTERS

Keep members motivated, improve satisfaction, and reduce churn.

PLACE OF WORSHIP

Engage your congregation outside the church, improve turnout, inspire action, and drive fundraising.

UTILITIES

Alert customers during outages, issues, and fixes and automate employee updates.

EDUCATION

For time sensitive information, students and parents are much more likely to open a text updating them on situations that impacts the school. Also, in the event of an emergency situation when every second counts, text is the fastest and most direct way to send alerts.

MILITARY

Keep the base informed, notify specific divisions or ranks of key updates, automate notifications, and set reminders for key duties.

INSURANCE

Deliver timely notifications to improve collections and boost customer retention.

HOTEL AND HOSPITALITY

Delivery of information to guests and employees is imperative for customer service. Integrate text offering can boost satisfaction, revenue and productivity.

CONCLUSION

As the continuum evolves, marketers will be required to deliver on more fronts than ever before: more natural engagements, two-way interactions — all faster, more direct and dynamic. Consumers expect access and transparency to build trust, which then translates to better business outcomes. **Texting is the next channel on the continuum and marketers who adapt and adapt quicker will prove to be the new winners!**

KLaunch is leading the way with the KLⁱ enterprise-grade text engagement platform. KLaunch works closely with its customers, delivering an exclusive strategic approach and best practices to interacting with customer, fans and anyone your business needs to engage with.



 **KLaunch**

Stronger Connections, Deeper Engagements,
Two-way, Real-time Mass Messaging

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