

Rich Media Innovation Workshops

Objective - to integrate rich media into direct and digital marketing efforts to drive greater response whilst lowering cost- and delivering fully measurable rich media DM campaigns

Pre-workshop

Planning a review of our client's campaign results of E Mail and Direct Mail – (1/2 day)

- o Campaign acquisition objectives
- o Target audience – profile and universe
- o List rental and performance per audience
- o Control and test results
- o Report and analysis
- o Workshop agenda

Innovation Workshop

Working session to identify rich media campaign activities – (1/2 day)

- o Presentation by webVM - what rich media is, why it is effective, how it works, case studies, examples, relevant rich media collateral b2b, b2c and workplace communications
- o Report and analysis review from Pre- workshop planning
- o Workshop session - brainstorming of all campaign ideas using the webVM 'rich media customer journey mapping process'.
- o Workshop session – narrowing down of key campaign ideas
- o Conclusion by us – what we need to make the idea work
- o Post workshop report and analysis

The client can stop at pre-workshop and will have a written report of a campaign plan for own use – or proceed to the Innovation Workshop where we can develop a plan ready for deployment.

The client may want to use their own resources and use webVM for little, some or the entire project dependent on local arrangements.

Post the innovation workshop if the client provides

- The video
- The e-mail copy
- The campaign plan

webVM can then project manage the deployment which would include

- Working with your preferred or client's preferred EM service provider
- Quality control – check that the links work, the test mail sent out, the data protection guidelines (opt-in and opt-outs) followed, proof checking of any copy
- Report and analysis with the Email stats, video stats and a recommendation of how to use the stats to improve response rates for the next campaign

The following are typical elements of a campaign project

- Campaign strategy and plan
- Video creation or repurposing of existing content
- Script and storyboarding
- Graphics and animation
- Copywriting for the EM
- Deployment
- End of campaign workshops to brainstorm what worked and what did not work for next campaign