

GET IN GEAR! DRTV SUCCESS IN THE DIGITAL AGE REQUIRES DOZENS OF MOVING PARTS, ALL WORKING TOGETHER IN HARMONY

If any moving part is not working in real-time and not in sync with the others, the DRTV campaign could easily be seriously compromised.



RETAIL

- Stores
- Dealers
- Etailers
- As Seen On TV
- Displays
- Video

SEARCH

- SEM
- SEO
- Site Search
- Competition
- Technology
- Landing Pages
- DRTV Driven Search
- Long Tail

PRODUCTION

- Strategy
- Scripting
- Opening
- Shooting
- Testimonials
- Animations
- Graphics
- Set Design
- Construction
- Lighting
- Demonstrations
- Post-Production
- Casting
- Location
- Music
- Mastering
- Scoring
- Producer
- Director
- Video Quality
- Voice Over
- Celebrity
- Dubbing

ONLINE

- Display
- Email
- Social Sites
- Video Sites
- Competition
- Shopping Engines
- Tweeting
- Coupons
- Promotions
- Blogs
- Performance Advertising
- Affiliates
- Contextual Advertising
- Mobile
- Apps
- Daily Deals
- Auction Sites
- Tablets
- Smart Phones

ANALYSIS

- Leads
- Mail Orders
- Phone Orders
- Web Orders
- Search Orders
- Orders Combined
- Tracking
- Reporting
- Multichannel Reporting

CRITICAL TO COMBINE PHONE, WEB, & SEARCH ORDERS

TOP LEVEL STRATEGY

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- Multichannel
- Financial Model
- Digital
- Inventory
- Packaging
- Target Audience
- Infomercial or Short-form
- Offer
- Pricing
- Retail
- Search
- Production
- Shipping
- Online
- Website
- Logistics
- Media
- Data
- 24/7 Consumer Devices
- E-commerce
- M-commerce
- Payment Options

WEBSITE

- Design
- Copy
- Content
- Offer
- Call To Action
- Shopping Cart
- Links
- Platforms
- Technologies
- Retargeting
- Programming
- Hosting
- Data Transmission
- ISS
- SSL
- Live Chat
- Cookies
- Link Building
- Content
- Security

LOGISTICS

- Call Center Selection
- Call Center Training
- Call Center Scripting
- Fulfillment
- Merchant Account
- Sales Tax
- Returns
- Customer Service
- Client Operations
- Agency Operations

DATA

- Data Feeds
- API
- Tracking
- Reporting
- Lead Distribution

MEDIA

- DRTV
- Online
- Tracking
- Traffic
- Test Budget
- Rollout Budget
- Negotiation
- Planning
- Buying
- Reporting
- Analysis
- Syndication
- Clearance
- DR Radio
- Print
- Direct Mail
- Per Inquiry

DRTV - DRIVEN SEARCH REQUIRES SEM PROGRAM

70+% ABANDON CARTS = LOST PROFITS

Items above in red are the most critical impacting DRTV in the digital age.

Back in the days before the Internet, producing and airing an infomercial or short-form, collectively DRTV, was pretty straight-forward. You produced a show, purchased media, set up a call center, handled mail orders, and fulfilled orders. There were not many moving parts that you had to deal with.

Fast forward to 2012, where the 'Net is omnipresent, and running a successful DRTV program requires a great deal of strategy involving quite a few moving parts as illustrated in this infographic. Because most or all of your responses can occur online, and because of the endless number of options, technologies and decisions you need to make, planning and executing DRTV in the “digital age” is extremely complex and requires a lot of strategic thought.

Every one of the items listed on the infographic could have some impact on your DRTV effort, from minor to major. Today it's all about making the right decisions, so that all the time and money you spend on creating the DRTV commercial is not wasted. For example:

- If you don't know how to track web and search orders resulting from DRTV media placements, you could be cancelling DRTV media that's actually profitable. If you don't know how to combine mail, phone, direct URL and search channel orders, you're not getting the truest picture of how your program is performing.
- With shopping cart abandonment over 70%, if you don't have a robust retargeting program, you could be leaving a tremendous amount of money on the table vis-à-vis lost consumers who saw your commercial, came to your site, put your product in their online shopping cart, only to abandon it.
- If your financial model does not take into account the timing of money, you could wind up not having enough cash to roll out a winner, a very sad situation to be in.

- If you do not have data feeds set up correctly, and can't process credit card orders in real time, you're at a major disadvantage.
- If you do not have a solid paid search program to support your DRTV effort, you will be losing customers to your competitors – consumers that searched on your product name but went elsewhere for any number of reasons.
- If your website has too many links, you will lose consumers who came to buy but were distracted by links you can easily remove.

That's just the tip of the iceberg. The list of "ifs" go on and on and on.

The graphic illustration for this infographic, intertwined cogs, represents how things work in today's real-time, consumer-centric and information-everywhere environment. If you don't make the right decisions, one or more of the cogs doesn't turn and that slows down the entire machine.

It's a situation you don't want to be in, and fortunately, it can be avoided by developing a strategic plan that encompasses all of the relevant variables listed in the infographic.

It would be impossible to provide the answers to all of the "what ifs" raised by this infographic without evaluating a specific product, company, distribution and dozens of other related factors. No two analyses would be the same.

So if you're currently using DRTV, planning or considering it, in RFP mode, take the time to get answers (from your agency and/or in-house team) based on the issues raised in this document. Doing so up-front could easily make the difference between a screaming winner that rolls out or a promising campaign that dies.



Additional Resources

In our almost 30 years creating DRTV campaigns and 16 online, we've learned a lot. Here are selected thought leadership pieces that are relevant to the topics in this eBook. Visit our IntelCenter (<http://IG35.acquirgy.net>) for dozens more.



Cover story in Response Magazine for our client Hoover:

<http://IG36.acquirgy.net>

Is Your Online Shopping Cart Killing a Great DRTV Program?

<http://IG16.acquirgy.net>

The Effect of DRTV on Search Engine Marketing

<http://IG17.acquirgy.net>

The 7-7-7 Plan for DRTV Advertisers: 21 Clever Ways to Use Video on Your Website to Increase Conversions

Part I: <http://IG18.acquirgy.net> | Part II: <http://IG19.acquirgy.net> | Part III: <http://IG21.acquirgy.net>

How Direct Response TV “Raises All Boats”

<http://IG22.acquirgy.net>

Tracking DRTV Orders Leads to Smarter Media Placements

<http://IG23.acquirgy.net>

It’s Time to Change Your DRTV Mindset

<http://IG24.acquirgy.net>

Are Excessive Shipping Costs Costing You Sales?

<http://IG25.acquirgy.net>

Are You Paying for Consumers Who Go to Competitors’ Web Sites?

<http://IG26.acquirgy.net>

Are You Aware of This Little Known, But Critical Advertising Metric?

<http://IG27.acquirgy.net>

5 Reasons Why DRTV Is, and Always Will Be, the Most Dominant DR Medium

<http://IG28.acquirgy.net>

86% of Americans Say TV Advertising Still Has the Most Impact on Their Buying Decisions

<http://IG29.acquirgy.net>

Case Summaries

- eDiets: <http://IG31.acquirgy.net>
- ICON Fitness: <http://IG32.acquirgy.net>
- Intuit: <http://IG33.acquirgy.net>
- Western Union: <http://IG34.acquirgy.net>

Questions or Comments on This eBook?

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About DRTV Lab

Our DRTV Lab is behind our industry-leading success rate, and can help you determine if your product or service is destined for greatness or isn't right for DRTV.

The experts in our lab analyze dozens of aspects of any product or service to determine if it's feasible to promote it using DRTV. This audit helps you understand why your product or service is a good or bad candidate, and what it will take to dramatically increase the chances for success. A few of the many factors analyzed are market potential, multi-channel opportunity, margin, DRTV criteria score and more.



The DRTV Lab output is a blueprint for success, giving you the ability to understand what it will take to use DRTV to sell product or services in a ROI-positive scenario. On the flip side, it will prevent you from wasting hundreds of thousands of dollars on DRTV campaigns that probably won't work.

About iFactz

Our proprietary iFactz technology will prevent you from cancelling profitable DRTV media placements and dramatically enhance the ability to optimize DRTV campaigns.

This DRTV-to-web technology gives you the ability to combine phone orders with web orders driven by DRTV to get the truest picture of DRTV effectiveness. In continuous use since 2003, tens of millions of web actions have been tracked.



It's a special technology because many DRTV media placements are often cancelled because they *appear* to be unprofitable, but when iFactz is deployed and tracks offline-to-online activity, many of these placements are actually profitable. It prevents you from cancelling winning placements.

About Pinpointer

We combine traditional search, social, display, mobile and other digital platforms to identify consumers searching for products and services who are ready to buy.

As the digital marketing landscape continues to evolve, consumers in various stages of the purchase cycle can be found everywhere – via paid and organic search, on social media sites, checking out videos on YouTube and numerous other venues. Finding consumers who are ready to buy or want more information, wherever they may be, is behind the “Pinpointer” program that identifies consumers and provides relevant messages to them, regardless of where they are at the time.

About the Acquirgy “Customer Acquisition IntelCenter”

Get your head around acquiring customers in the digital age with valuable and important content written by experts who have produced tens of millions of customers worth billions in revenue, offline for 30+ years and online since 1996. Major areas of the IntelCenter include “Nuts & Bolts” (Green Papers, Executive Briefs), “Millions & Billions” (Cases, Testimonials), “Winner’s Circle” (Creative That Sells), “Points of View” (Key Stat Analyses, In the Trenches, Blog) and “News & Milestones” (New Clients/People, Published Content). Get your share of important acquisition intelligence at: <http://www.acquirgy.com/intel>.

About Acquirgy

Acquirgy (www.acquirgy.com) is an Acquisition Marketing Agency developing and executing accountable marketing programs driven by immediate and measurable response metrics across all digital and traditional

platforms. Proprietary tracking systems integrate all transactional media, logistic and response data from all platforms to optimize client profitability.