



These days, making a DRTV commercial is just the beginning. When you invest time and effort on an expensive (but very effective!) media like TV advertising, the way to realise the most value is to capture the most response possible.

How's that possible in a multi-channel, always-on world where people don't always do what you ask in the ad?

We have found that a deliberate combination of multiple digital channels is the best way to harness the response-generating power of DRTV.

It's a new package designed specifically for organisations that want to get the most value from their DRTV investment. With a modest additional budget, we can deploy a structured and optimised approach to using digital channels to capture and convert more people who are interested in your offer, but who do not respond immediately through the method you advertise.



HOW DOES DRTV+PLUS WORK?

There are some key features that make DRTV+ unique in how it helps you generate more response and return on investment than if you simply ran the TV ad.

CAPTURE PATHWAYS – online journeys mop up initial online response and casual interest in your offer, meaning more prospects in the top of your funnel.

CONVERSION PATHWAYS – pre-defined messaging helps to influence the decision-making process, so more of your audience gets engaged.

INCREMENTAL BUDGET – typically the DRTV+ package will cost considerably less than the budget needed for an ad, but with the potential to double or triple response.

RE-CAPTURE PATHWAYS – follow up journeys for people who have left your funnel help remind them why they were interested and incentivise them to continue, so you lose fewer people along the way.

CONSISTENCY WITH THE AD'S STORY – creative executions that mirror the story in the original ad resonate with your audience, and you also have extra opportunities to tell more of your story when you consider the online experience in parallel with the TV campaign.

THE CHANNEL INGREDIENTS OF DRTV+PLUS

When you hire us to make your DRTV ad, you can opt for the DRTV+ package. We'll custom assemble the elements that we think will work for your campaign from the following 6 options. We'll often use them all in combination for maximum response.

- 1** Dedicated, optimised landing pages designed to tell your story, fit seamlessly with the customer pathway we develop for you and ultimately convert more response.
- 2** Social advertising geared to reach out to people and bring them back to you with the right hook or message. We'll either deliver ads sequentially in a specific order, or on rotation depending on the nature of what we need to say.
- 3** Search advertising that goes beyond your usual Adwords or Bing activity. We'll add signposts to your existing advertising where it's needed, or create new ads to make sure people can find you.
- 4** Email and postal mail journeys developed to engage your prospects with your brand and offer, re-contact them when they leave the funnel and introduce calls to action at key points.
- 5** Triggered SMS messages, including interactive voicemails, to maximise text respondent conversion and upgrade.
- 6** Digital display advertising to reach people at a relevant point in their journey and prompt them to the next stage.

We also use a methodology that extends your reach in Search by predicting terms people might use beyond your exact brand, product or service when they see your ad.



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