

**STELTER**  
Getting to the heart of the matter

**TRADITION AND TECHNOLOGY:**  
Eliminating the Silos in your Marketing Program

MAXIMIZE YOUR MESSAGE WITH  
**Multichannel Marketing**

Presented by  
Jeremy Stelter, The Stelter Company

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## Agenda

Multichannel marketing defined  
Three key channels  
10 best practices

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**Channels**  
Print  
E-mail  
Web  
~~Mobile~~

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## Multiple Channel vs. Multichannel

The diagram illustrates a central person icon at the bottom, with four dashed red arrows pointing upwards to four circular icons. From left to right, the icons represent: a document, a mobile phone, a social media network, and an email envelope. The top two icons are also connected to each other by a double-headed dashed arrow, suggesting interaction between these channels.

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## Value of the Approach

### Convenience

Allows donors to choose the channel they prefer

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## Value of the Approach

### Increase response, profits and loyalty

**25%-50% MORE PROFITABLE**

In retail banks, multichannel customers are **25 to 50 percent more profitable** than their single-channel counterparts.

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## Value of the Approach

Acquire better prospects



Retail customers purchasing from a store through multiple channels spend an average of **14 percent more per year** than those using a single channel.



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## Value of the Approach

Generate more traffic and leads



According to a study of marketers conducted by Forrester Consulting, **84 percent of respondents** agree that multichannel marketing is more successful than single-channel efforts.



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## Best Uses of Print

Generate leads



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## Best Uses of Print

Effectively present an offer

**Send for Your Free Guides Today**

Want to learn more about how to include 10 winners in your estate plan? Return the reply card to receive one or both of our free guides about wills and charitable gift annuities.

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## Best Uses of Print

Introduce a gift option

### Why you need an Estate Plan

If you're like most of our supporters, you already know how to pay for the high expenses you face in retirement and help secure your own future. But you may not be aware of the other ways you can protect your family and ensure you can share your wealth with others and your legacy to life.

**8 Reasons to Plan & Charitable**

- 1. You can protect your family's future.
- 2. You can help support the work of the charity you care about.
- 3. You can help support the work of the charity you care about.
- 4. You can help support the work of the charity you care about.
- 5. You can help support the work of the charity you care about.
- 6. You can help support the work of the charity you care about.
- 7. You can help support the work of the charity you care about.
- 8. You can help support the work of the charity you care about.

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## Best Uses of Print

Maintain credibility and reliability

### Shape the Future of Defenders

Join Together With Other Supporters

When you help us protect wildlife for years to come by making a planned gift to Defenders of Wildlife, you join a group of supporters who share your love for our charitable cause. We call this inspirational group our Wildlife Legacy Society.

**How We Think Our Members**

- Are able to share your gift, in part or our Legacy Society, you'll also enjoy recognition in the annual report.

**How You Can Join**

When you include us in your will, name us either part of your estate plan, please notify us so we can properly thank you and welcome you into the Wildlife Legacy Society.

**For more information, please contact:**

**Ann Feltner, Director of Planned Giving**  
1-800-633-0789 | ann@defenders.org  
ann@defenders.org/feltner

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## Best Uses of E-mail and Web Sites

Target accurately



The screenshot shows the Barnes & Noble website with a prominent advertisement for the Nook eBook reader. The ad features a tablet displaying an eBook and text that reads 'The World's Most Advanced eBook Reader'. Below the ad, there are sections for 'Our Picks This Week' and 'OFFERS & DEALS'. The website header includes navigation links for various product categories like Books, eBooks, and Music.

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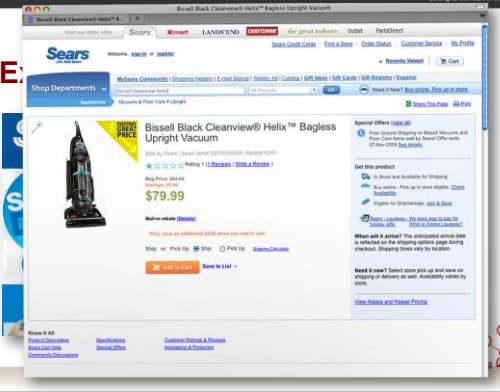
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The screenshot shows the Sears website product page for a Bissell Black Clearview® Helix™ Bagless Upright Vacuum. The product is displayed with a price of \$79.99. The page includes a 'Special Offers' section, a 'Get this product' section with icons for shipping and pickup, and a 'Need it now?' section. The website header includes navigation links for various departments and services.

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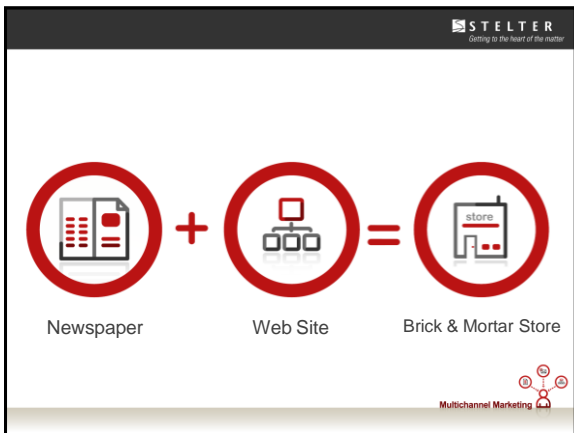
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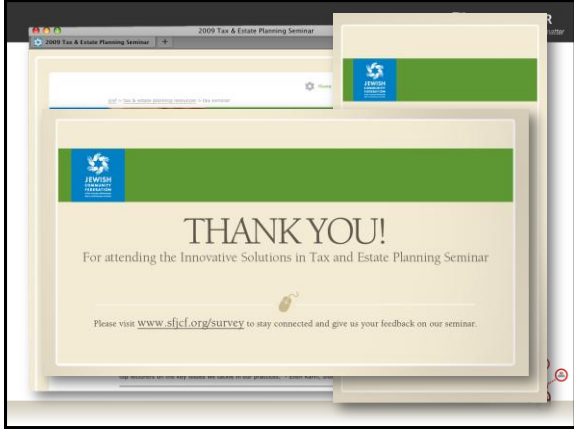
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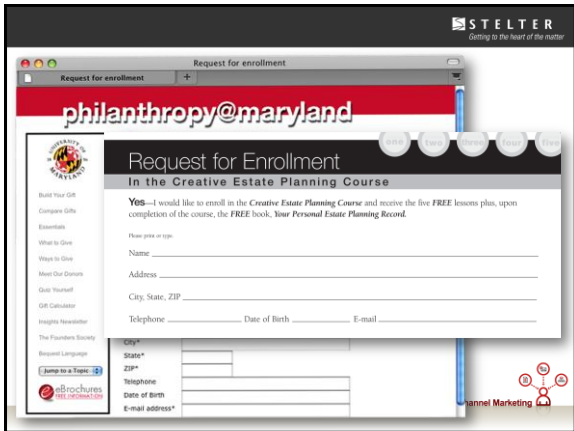
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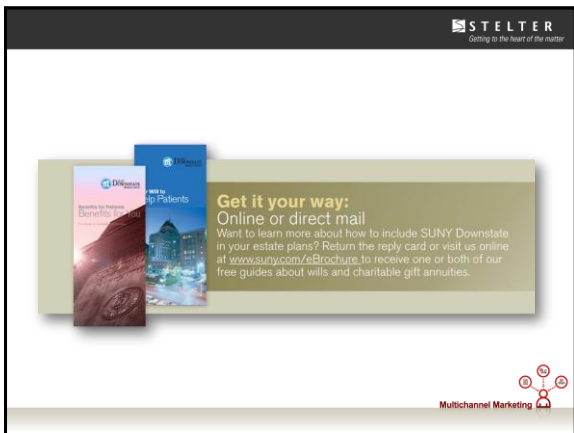
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**Thank you!**

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