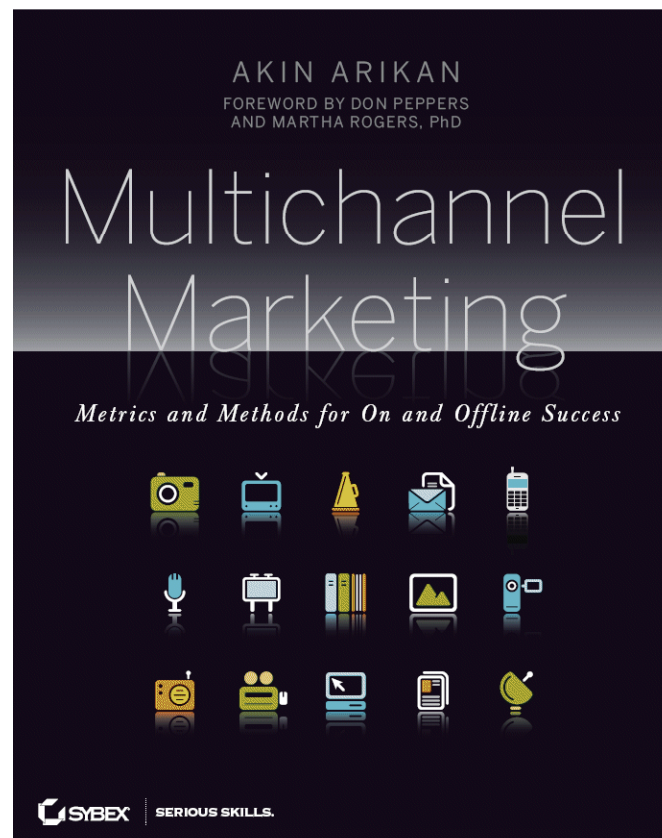


# MARRYING ONLINE AND OFFLINE MARKETING TO INCREASE REVENUE

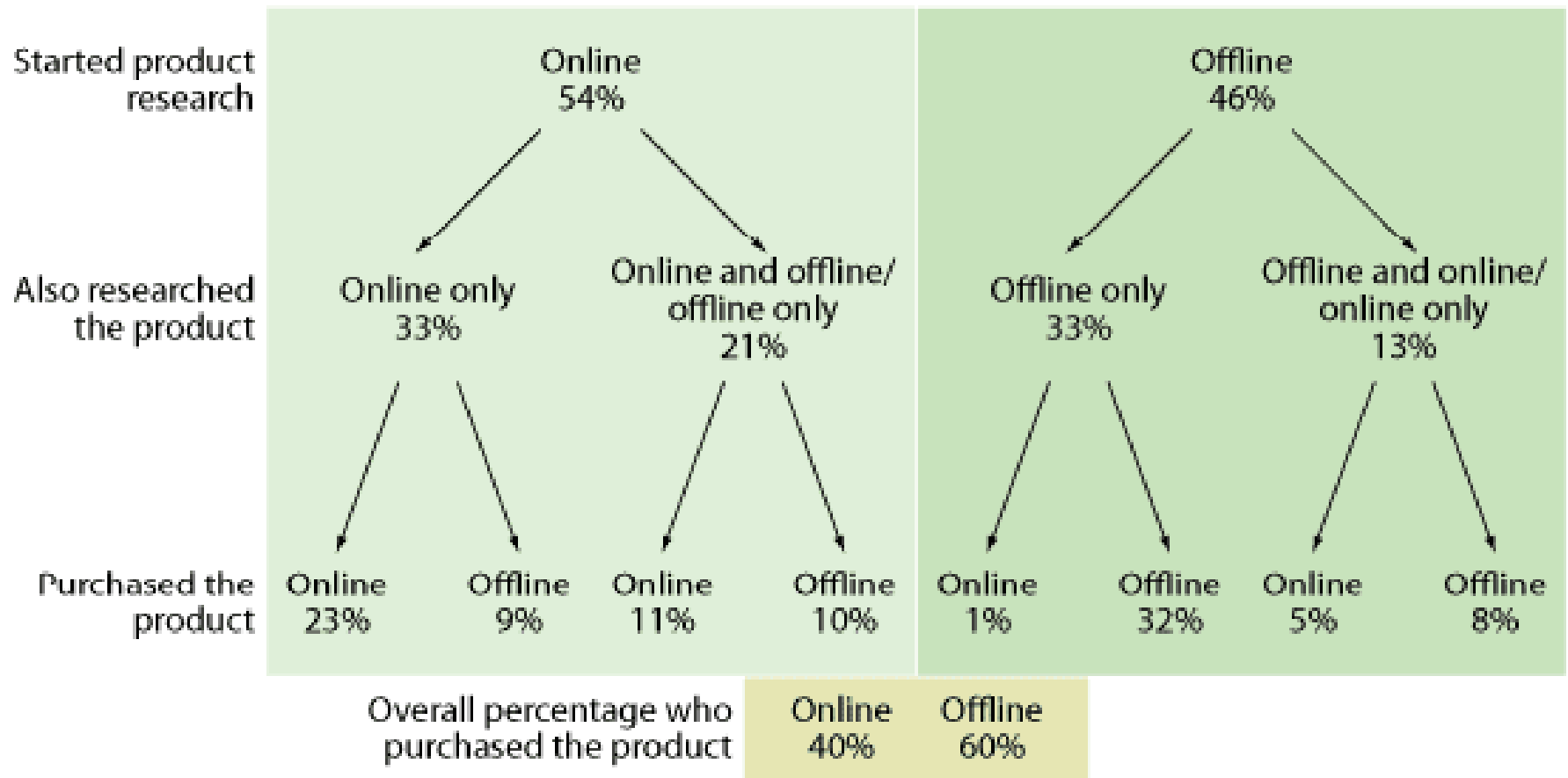




[www.marketingintelligenceblog.nl](http://www.marketingintelligenceblog.nl)

- M.I.B. is begin 2008 opgericht als weblog voor de LinkedIn groep Marketing Intelligence Netherlands (>900 leden)
- Op M.I.B. wordt geschreven over o.a. database marketing, web analytics, CRM & marktonderzoek
- Naast artikelen ook informatie over marketing intelligence events
- Wil je ook als blogger bijdragen aan M.I.B. of heb je een vraag, neem dan contact op met Bram van Essen (info@marketingintelligenceblog.nl)

# Customer act multichannel

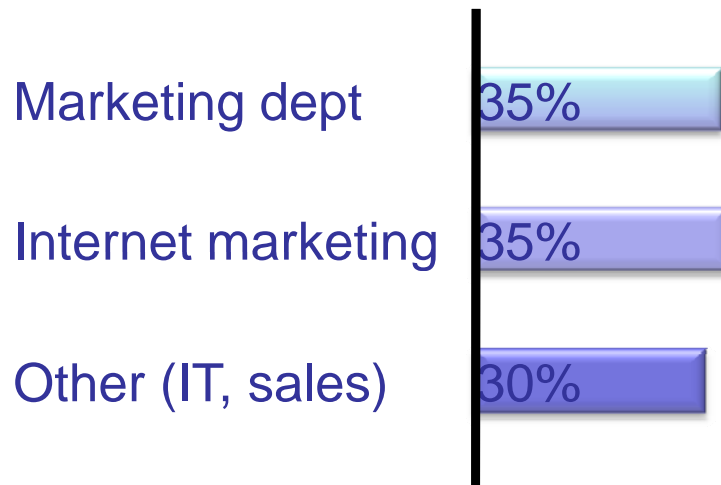


Base: US consumers who recently made a considered purchase  
(percentages may not total 100 because of rounding)

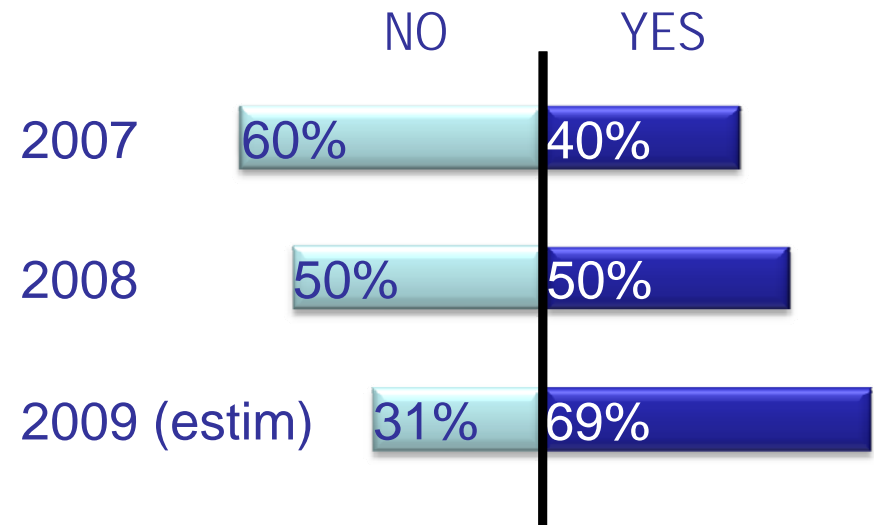
Source: North American Technographics® Finance, Retail, And Travel Benchmark Survey, Q3 2007

# The Gap between Online and Offline Marketing

Who in your organization is responsible for online marketing?



Is your online marketing aligned with marketing on other channels?



Source: Unica European Customer survey 2008

# MARRYING ONLINE AND OFFLINE MARKETING TO INCREASE REVENUE

## Agenda

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18:30 - 19:00	<b>Reception</b>
19:00 - 19:10	<b>Welcome from the sponsors</b>
19:10 - 19:40	<b>Akin Arikan:</b> <i>The impact of 1:1 marketing</i> The need for interactive marketing and the contribution of online channels
19:40 - 20:10	<b>Daniel Markus:</b> <i>The growing importance of Online Marketing</i> Trends and future of the internet: From tactical reporting to interactive Online Marketing
20:10 - 20:45	<b>Akin Arikan:</b> <i>Multichannel Marketing</i> Metrics and Methods for Online and Offline success
20:45	<b>Questions and answers</b>
21:00 - 22:00	<b>Networking opportunity</b>
22:00	<b>Official close</b>