



Implementing Interactive Media Marketing

By Tyrone Clark

What is Interactive Media Marketing?

Interactive Media Marketing is the dynamic utilization of a variety of media strategies in combination with one another in order to create an effective continuous process of consumer involvement with a vendor/company. The difference is (from one or two strategies) that the consumer is interactive with the process and have 24/7 access to media.

This paradigm has recently developed due to the strides in technology and the rapidly changing way that consumer's access information. It is used in order to truly utilize Interactive Media Marketing.

The Vendor:

1. Must really know whose customers you are.
2. Must really know your mission (objective).
3. Must realistically know your abilities.
4. Your message (objective) must be carefully crafted.
5. Your image must be carefully crafted.
6. Your call to action must be carefully crafted.
7. The entire process must be accountable

What does Interactive Media Marketing accomplish?

It is now becoming the dominate way to market products and services because IMM accomplishes the following:

1. Effective branding the consumer see's your product/service/company, numerous times.
2. Credibility positioning
3. Lead generation
4. Community pro-active involvement
5. Consistency
6. Immediate Impact
7. Cost efficiency
8. Effective consumer comprehension
9. Predictability and consistency
10. Layered application
11. More flexibility



Examples of carefully crafted images

“The IRA Repairman”
“The Anti-Salesman”
“The Safe Money Advocate”
“The Safe Money Guy”
US Tax Centers
“The Financial Weatherman”

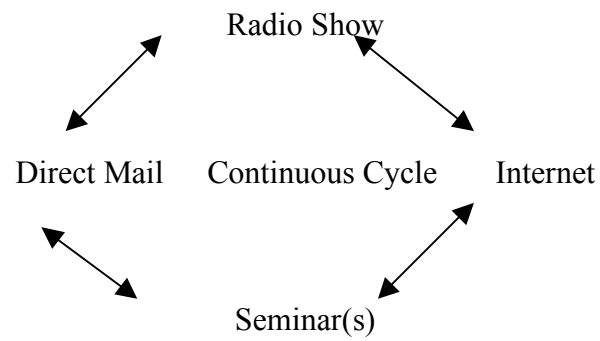
Everything must be designed around there image (website, messages, etc.).

Media Strategies

Internet Marketing
Broadcast emailing
Broadcast text messaging
Broadcast voicemail
Webinars
Podcasts
Direct Mail Response
Telemarketing
Consumer Seminars
Events, forums
Print media, newspaper, and magazine
Cable Television
Convention – shows
Viral video
Internet Television
Live on demand net-TV

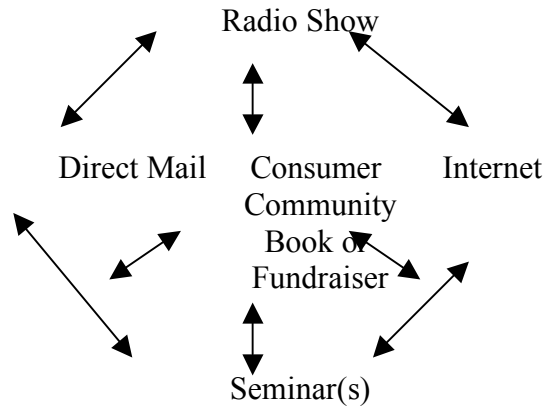


Example of an Interactive Media Marketing Campaign





Example of an Interactive Media Marketing Campaign





Work Ten Months
Write \$25,000,000.00
Take 2 months off for Holidays and Vacations

Monthly Premium = 2 Million
Weekly Premium = 500,000 per week
Daily Premium = 68,493 daily
Closes per week

Therefore...

Closing Ratio = 70%
Average Premium per customer = \$25,000

Number of Appointments

Per day = 2-3
Per Week = 11 (5 day week)
Per Month = 44



Building an Agency

You don't have the time nor experience to build a 100 million dollar agency BUT we will build it for you (you should agree we have done a lot of this, and successfully).

You simply train the agents (2 days a month)

You simply mentoring agents (only 2 hours a day)

We do all the rest (most)

Please see

The Ultimate Opportunity



We must determine

- What is your objective _____ ?
- What is your image _____ ?
- What is your mission _____ ?
- What is your philosophy _____ ?
- What are your Values _____ ?
- What is your background _____ ?
- What is your education _____ ?
- What is your knowledge _____ ?
- What are your accomplishments _____ ?

To Your Success,
Brokers Choice of America

**As with any financial transaction make sure to consult your CPA or tax attorney as well as your Financial Advisor for the most appropriate information as it applies to you individually. This article is written only to provide a basic understanding of the above concept.*

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