



Introducing the CIM Integrated Marketing Planner

Increase your ROI—how can CIM readers buy into your brand?

Integrated marketing is a holistic approach to communication; it ensures you are being consistent in your marketing both online and offline. By utilizing a full marketing mix, end-users will have a clear understanding of the message you are consistently communicating. The results are ten-fold: increased visibility, brand awareness and a return on your investment. The primary aim of the **CIM Integrated Marketing Planner** is to promote a smart and efficient approach to advertising. This is achieved through optimizing your budget-spend to ensure a profitable return.

Maximize your exposure and increase your sales

Research by the Centre for Integrated Marketing determined that the typical scale of benefit for marketers adopting integrated marketing was a **10 to 25%** enhancement in business performance.* This success can be attributed to creating a brand experience that results in higher added value for your customers.

Our account managers are here to help you. We offer a variety of bundle opportunities to ensure you get the most out of the **CIM Integrated Marketing Planner**.



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* Source: Integrated Marketing. Reference 24: Jenkinson, A. and Mathews, B. (2007) op. cit.
** Results may vary.