



# Integrated Marketing

Mia Lee, Lee Media Group





# Integrated Marketing

EWI Wichita at Tanganyika • Mia Lee, Lee Media Group

## Lee Media Group

leemediagroup.com



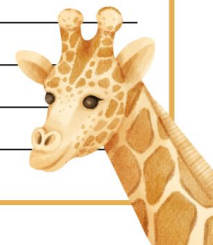
Lee Media Group is an award-winning digital marketing and web development firm in Downtown Wichita, KS specializing in custom web design, web development, and full-service marketing services for clients of all industries nationwide since 2008.

Our mission is to make our clients efficient, profitable, and happy. We value building & maintaining long-term client relationships and have worked with many clients for 10+ years. With a strong background in education, we believe in empowering clients with knowledge.

### Lee Media Group

200 W. Douglas, #777 Wichita, KS  
(316) 239-6466

## Notes





# Integrated Marketing

EWI Wichita at Tanganyika • Mia Lee, Lee Media Group

## Integrated marketing is NOT:

- Being everywhere all the time
- Having a presence on all platforms just because
- Assuming your audience is only on one platform
- Disjointed messaging

## Integrated Marketing is:

- Consistent, cohesive and clear messaging
- Driven by data
- Working smarter to build momentum
- Seamlessly blending channels and touchpoints to create impactful campaigns

## Effective integrated marketing can

1. Provide better customer experiences
2. Elevate your brand
3. Engage your audiences
4. Drive results across multiple channels and touchpoints

## Experiential Marketing

- Forms deeper connections
- Connects on a personal and memorable level
- Includes Events, Pop Ups
- Elevates brand experience through interaction, engagement, emotion



[leemediagroup.com/ewi](http://leemediagroup.com/ewi)

## Social and Ads

### Retargeting

Show ads to people who have visited your Facebook or Website

### Meta Business Suite

Customize and schedule FB & Instagram posts

### Facebook Ads Library

View competitor ads

### SEM RUSH - Google Ads

View competitor ads

## Email Marketing

### Automations, segments, analytics

- Website signup > email service
- Abandoned cart automation
- Welcome email automation
- Payment complete trigger
- Drip campaigns





## Integrated marketing is not:

- Being everywhere all the time
- Having a presence on **all** platforms just because
- Assuming your audience is only on one platform
- Disjointed messaging


## Case Study

- Levis: Hotness comes in all shapes and sizes





# HOTNESS COMES IN ALL SHAPES AND SIZES.

New Custom Fits for Women. It's About Shape, Not Size. Discover Your **Levi's curve ID** 

Waist  
too tight?

**SLIGHT CURVE**

Waist fits but  
doesn't flatter?

**DEMI CURVE**

Waist gaps in  
the back?

**BOLD CURVE**

**NEW**  
Waist too low  
in the back?

**SUPREME CURVE**





## **Integrated Marketing is:**

- Consistent, cohesive and clear messaging
- Driven by data
- Working smarter to build momentum
- Seamlessly blending channels and touchpoints to create impactful campaigns





## **Effective integrated marketing can**

- Provide better customer experiences
- Elevate your brand
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## Experiential Marketing

- Forms deeper connections
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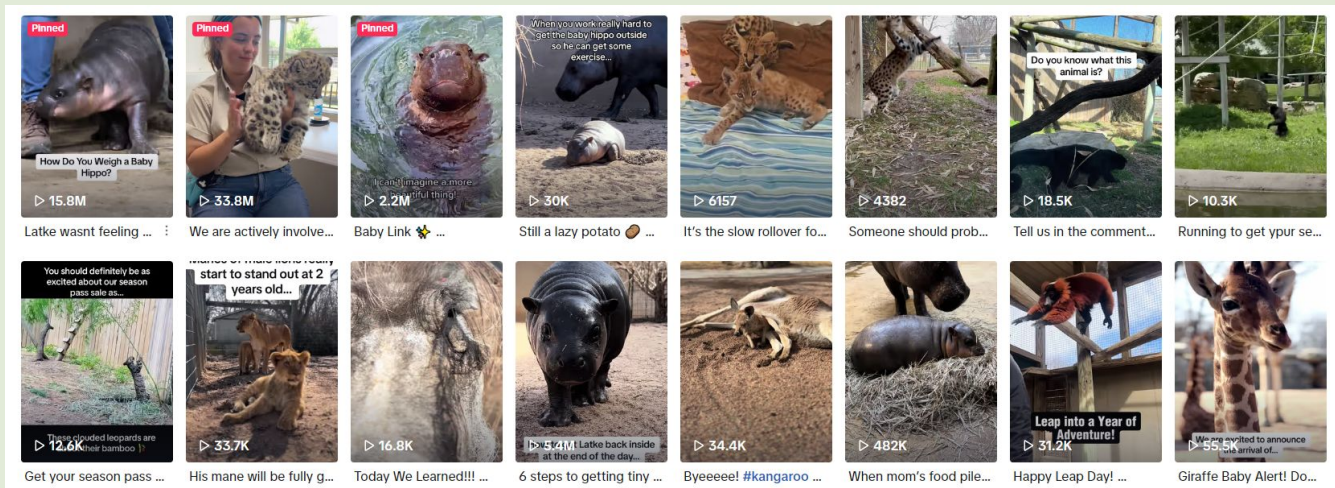






# Tanganyika

- 93k Instagram followers
- 446k TikTok followers
- 261k Facebook followers
- 8k Youtube Subscribers






# Social and Ads - Resources

## Retargeting

Show ads to people who have visited your Facebook or Website

Tanganyika Wildlife Park  
Sponsored

🔥 Exclusive Alert: Slots Vanishing Quickly for Ultimate Pygmy Hippo Encounter! 🌍 Join Baby Latke and Tanganyika's Hippo Clan for a Rare and Captivating Experience! 🦋🌟



WWW.EXCLUSIVEHIPPOENCOUNTER.COM

**Rare Chance Alert: Unique Pygmy Hippo Encounter in the US** [Book now](#)

🔥 Unlock the Ultimate in Exclusivity with the Only Pygmy Hippo Encounter in...





# Social and Ads - Resources

## Meta Business Suite

Customize and schedule FB & Instagram posts

<https://business.facebook.com/>

A screenshot of the Meta Business Suite 'Create post' interface. The browser address bar shows the URL: business.facebook.com/latest/composer?asset\_id=149029231783091&amp;business\_id=... The interface includes a navigation sidebar on the left with icons for home, notifications, messages, and a document. The main content area is titled 'Create post' and features a 'Post to' dropdown menu currently set to 'Garvey Center and garveycenter'. Below this, there is a section titled 'Post to Facebook and Instagram' with two entries: 'Garvey Center' and 'garveycenter', both marked with a yellow checkmark icon, indicating they are selected for posting.





#### Post to

 Garvey Center and garveycenter

#### Media

Share photos or a video. Instagram posts can't exceed 10 photos

#### ⚠ Adjust aspect ratio

One or more of the selected photos are not supported by standards. Please edit the photo so that it falls in the range, or remove Instagram placement.

[Crop](#)

 1551 x 540  
⚠ Fix aspect ratio

 Add photo ▾

#### Post details

Customize post for Facebook and Instagram

Boost

Cancel


Finish later

Publish

#### Post details

Customize post for Facebook and Instagram

 Facebook

 Instagram

#### Facebook text

What a great view from @riverfest wi





# Facebook Ads Library

## View competitor ads

<https://www.facebook.com/ads/library/>

Running 34 ads

Meta

Ad Library | Ad Library Report | Ad Library API | Branded Content

United Sta... | All ads | Search: tanganyika wildlife park | Saved searches

Filters | Save search

Launched March 2024

Started running on Mar 7, 2024

Platforms

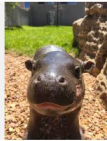
This ad has multiple versions

3 ads use this creative and text

See summary details

**Tanganyika Wildlife Park**  
Sponsored

Exclusive Alert: Slots Vanishing Quickly for Ultimate Pygmy Hippo Encounter! 🦋 Join Baby Latke and Tanganyika's Hippo Clan for a Rare and Captivating Experience! 🦋



www.exclusivewildlife.com  
Join the Hippo Clan Fun  
🦋 Snatch the Ultimate In-Exclusivity with the Only Pygmy Hippo Encounter in the US! 🦋 Limited slots available to...

Book Now

Started running on Mar 7, 2024

Platforms


This ad has multiple versions

See ad details

**Tanganyika Wildlife Park**  
Sponsored

throw an emoji in the comments if you're headed over to book your lion cub exclusive tour!

twpark.com/wildly-different-experiences



twinnk.com

Buy Tickets

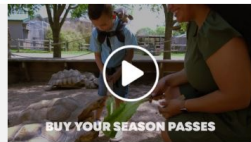
Started running on Mar 15, 2024

Platforms

See ad details

**Tanganyika Wildlife Park**  
Sponsored

So much MORE than a Zoo: Discover, Connect, and Preserve with the Gold Pass! 🦋  
Experience Wichita's Finest: With Tanganyika, you embark on a wild adventure full of many unforgettable ayes! 🦋 🦋  
Save Your Spot for a Wild Year!



BUY YOUR SEASON PASSES

twinnk.com  
Jump at Wichita's Wild Secret  
🦋 Not just another wildlife park, but a journey into the wild. Unleash your adventurous spirit with our Gold Pass! 🦋 Dive into a world full...

Shop now

Started running on Mar 7, 2024

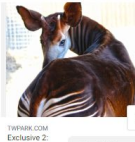

Platforms

See ad details

**Tanganyika Wildlife Park**  
Sponsored

Dive into 3 exclusive keeper-curated experiences, showcasing Tanganyika's most beloved animals all month long!

Meet the Australian Kangaroo 🦋 Get a sneak peek at the mysterious beauty of the Okapi! 🦋  
or  
Join us for an up-close encounter with our 3 charming lion cubs...



twinnk.com  
Exclusive 1:  
Meet Aussie...  
🦋 We're living with our keepers and...

Book Now

twinnk.com  
Exclusive 2:  
Discover Okapi...  
🦋 Snap a pic with Moyo like...

Book Now

🦋 Snap a pic with Moyo ...







# Facebook Ads Library

## View competitor ads

<https://www.facebook.com/ads/library/>

Running 34 ads

<p>✔ Active Started running on Mar 7, 2024 Platforms   This ad has multiple versions </p> <p><a href="#">See ad details</a></p> <hr/> <p> <b>Tanganyika Wildlife Park</b> Sponsored</p> <p>throw an emoji in the comments if you're headed over to book your lion cub exclusive tour!!</p> <p><a href="http://twpark.com/wildly-different-experiences">twpark.com/wildly-different-experiences</a></p>  <p>TWPARK.COM <a href="#">Buy Tickets</a></p>	<p>✔ Active Started running on Mar 15, 2024 Platforms  </p> <p><a href="#">See ad details</a></p> <hr/> <p> <b>Tanganyika Wildlife Park</b> Sponsored</p> <p> So much MORE than a Zoo: Discover, Connect, and Preserve with the Gold Pass! 🌟 Experience Wichita's Finest: With Tanganyika, you embark on a wild adventure full of many unforgettable awes! 🦁🐘🦋  Save Your Spot for a Wild Year!</p>  <p><b>BUY YOUR SEASON PASSES</b></p> <p>TWPARK.COM Jump in! Wichita's Wild Secret  Not just another wildlife park, but a journey into the wild. Unleash <a href="#">Shop now</a></p>
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# SEMRUSH - Google Ads

## View competitor ads

**SEMRUSH** Features Pricing Resources Company App Center new

- Projects
- SEO
- Local
- Advertising**
- Advertising Dashboard
- MARKET ANALYSIS
- Domain Overview**
- Advertising Research
- Display Advertising

https://twpark.com/ Root Domain

Projects > Domain Overview

### Domain Overview: twpark.com

Worldwide US UK DE Desktop Mar 17, 2024 USD

Overview Compare domains Growth report Compare by countries

### Advertising Research: twpark.com

Database: United States Device: Desktop Date: M

Positions Position Changes Competitors Ads Copies

Filter by keyword Advanced filters

Keywords <b>3</b> 200.0%	Traffic <b>315</b> 10,400.0%	Traffic Cost <b>\$5.3K</b> 100.0%
--------------------------	------------------------------	-----------------------------------

Authority Score <b>40</b> Semrush Domain Rank 39.1K ↑	Organic Search Traffic <b>74.6K</b> +3.2% View details Keywords 14.6K ↑	Paid Search Traffic <b>315</b> +10,400% Keywords 3 ↑	Backlinks <b>18.1K</b> Referring Domains 1.9K
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# SEMRUSH - Google Ads

## View competitor ads

Organic Paid

1M 6M 1Y 2Y All time

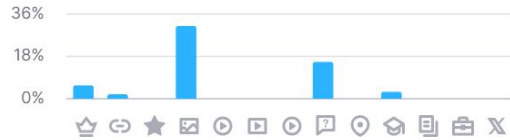
Export

### Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	74.6K	14.6K
🇺🇸 US	69%	51.2K	10.2K
🇬🇧 UK	10%	7.6K	598
🇦🇺 AU	4%	3K	543
Other	17%	12.8K	3.2K

Compare

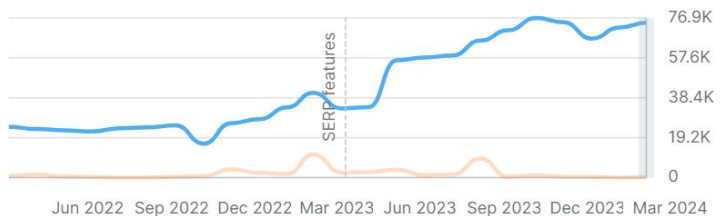
### SERP features 🇺🇸 US



View full report

### Organic Traffic 74,584/month

Organic Traffic  Paid Traffic  Notes



### Organic Keywords 14,587

Top 3  4-10  11-20  21-50  51-100  SERP Features







# SEMRUSH - Google Ads

## View competitor ads

● Organic Search Traffic

**74.6K** +3.2%

● Paid Search Traffic

**315** +10,400%

● Backlinks

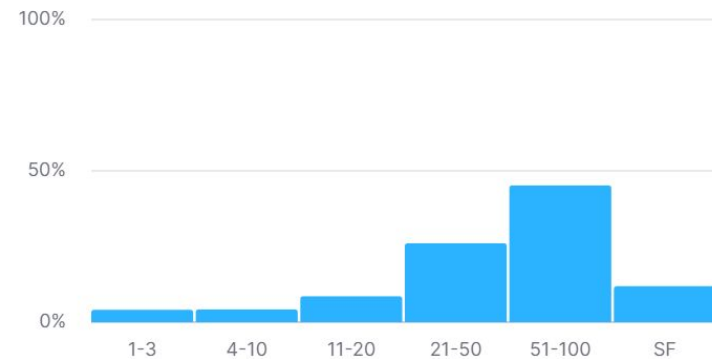
**18.1K**

### Top Organic Keywords 8,997

Keyword	Intent	Pos.	Volume	CPC (U...	Traffic
<a href="#">tanganyika &gt;&gt;</a>	<span>N</span>	1	12.1K	20	18.90
<a href="#">alpaca vs llama &gt;&gt;</a>	<span>I</span>	1	22.2K	0.04	10.75
<a href="#">tanganyika wil... &gt;&gt;</a>	<span>N</span>	1	6.6K	17.06	10.31
<a href="#">petting zoo n... &gt;&gt;</a>	<span>T</span>	5	60.5K	2.34	4.13
<a href="#">tanganyika zoo &gt;&gt;</a>	<span>N</span>	1	1.6K	17.06	2.50

[View details](#)

### Organic Position Distribution



Positions on Google SERP





# Email Marketing

Automations, segments, analytics

## Website signup goes to email service

Services like Mailchimp and Constant Contact have code that can be embedded into a website signup form.

A blue graphic with a white rounded rectangle containing text and icons. The text reads "HOW TO Add a Mailchimp Signup Form to WordPress" and "formidableforms.com". There are icons for Mailchimp (a yellow square with a black monkey face) and WordPress (a black square with a white 'W'). A screenshot of a website signup form is shown, featuring a "Sign up" button.

HOW TO

## Add a Mailchimp Signup Form to WordPress

 / formidableforms.com



Sign up





# Email Marketing

Automations, segments, analytics

## Welcome Email Automation

← ×

Regular Automated Plain-text A/B Test

### Create an Automation Email

Custom

Featured Tags Subscriber Activity E-Commerce Date Based API

- Email subscribers when they're tagged**  
Send an email to a subscriber when you tag them.
- Welcome new subscribers**  
Introduce yourself to people when they sign up for your audience.
- Say 'happy birthday'**  
Celebrate with an exclusive offer or cheerful message that sends based on the birthday field in your audience.
- Share blog updates**  
Help contacts keep up with your blog by sending new posts straight to their inboxes.





# Email Marketing


Automations, segments, analytics

## Abandoned Cart Email

**MYER FIT** [Checkout Now »](#)

### Oops!

Did something go wrong with your order?



**Don't worry, we're here to help!**

Thank you for shopping with us! We're still holding on to the items you added to your cart, but only for a limited time. [Complete your purchase now](#) before the items sell out. Or get in touch with us at 1-800-000-0000 with any questions.

Items in Your Cart

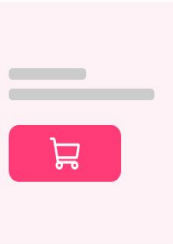

Mizu Stainless Steel Water Bottle  
\$29 (3 left in stock)

[Checkout Now »](#)

Thanks so much for shopping with us!  
**YourCompany**

Your Company name  
Address: 123 Main St, City, ST 12345  
Don't want to receive cart reminder emails?  
[Unsubscribe](#)

## You forgot something



Did You Forget Something?  
[Complete My Checkout](#) [Unsubscribe](#) [View Message Online](#)

## BOOT BARN



MEN'S WOMEN'S KIDS' BOOTS JEANS WORKWEAR

LIKE WHAT YOU SEE?  
**MAKE IT YOURS**

Thanks for visiting today. We noticed you left something in your cart. If you had a problem completing your order, or need help finding something we'd love to help! We're keeping your items in your cart for the next 7 days, so they're easy to find.

[COMPLETE MY CHECKOUT](#)

**Your shopping cart.**

	Wrangler Women's White Eyelet Button Down Mid Dress Boot Barn Item #: 35657400016	36.97
	Rhyanne Lined Women's Logo Crew Pullover Boot Barn Item #: 35355000026	30.97

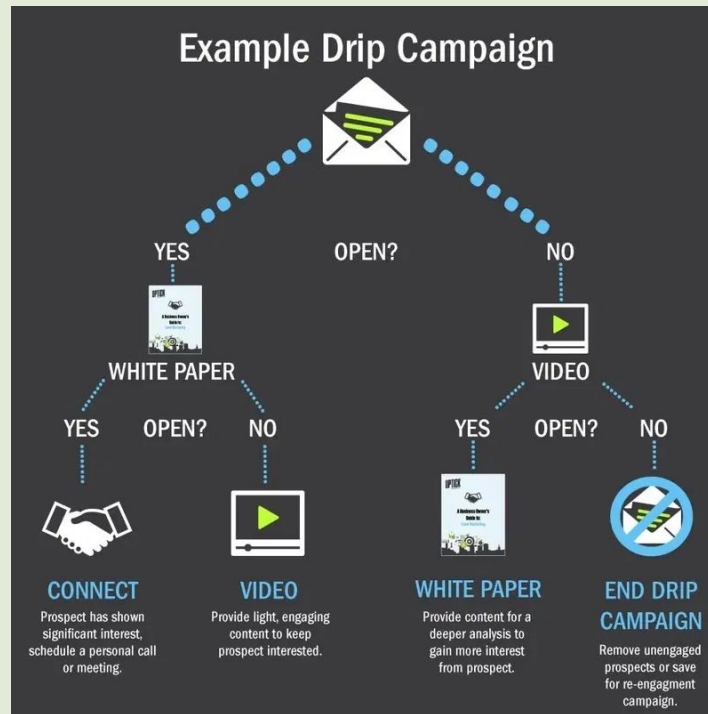
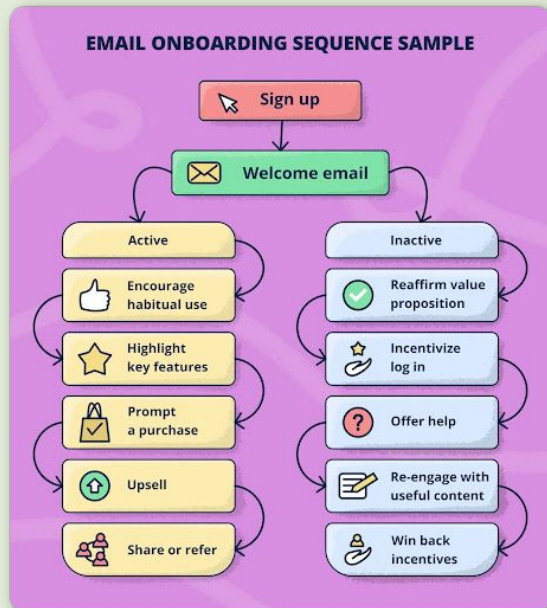




# Email Marketing

Automations, segments, analytics

## Drip Campaigns





**Questions?**

