

# Why Integration Marketing?

How To Harness The Power of Other Online Businesses,  
**Create A Win-Win And Make More Profits**



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# Introduction

## What is integration marketing?

Integration marketing (IM) is much like this proverb from the Bible, which states, “The spider takes hold with her hands, and is in kings' palaces.” The spider has integrated itself into someone else’s world, in this case the king’s, thus, benefiting from the position the palace real estate gave her without paying a dime for it. Can you see the basic principle here?

For practical purposes, let’s define integration marketing from a dictionary. Webster says that the word integration, a noun, means; *the act of making entire or complete*. Thesaurus.com says integration means *unification*. These definitions are pretty powerful when you consider what integration marketing means to the world of business especially online.

In the offline world, you have companies that piggyback one another within marketing campaigns. Nike may give you 25% off a pair of sneakers when you buy an Izod shirt at full price. Both companies have merged, or integrated, for a particular marketing campaign. You may not want the sneakers but good chance someone else will and both parties will financially benefit from the adventure.

*“Integration internet marketing is then the unification of marketing processes, sometimes called distribution channels, for a common or related purpose.”*

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All you need to do now is understand how the spider, in this case Nike, is taking hold with her hands. How many other marketing campaigns are Nike involved with that is helping them market their 25% off sneaker sale? This is truly exponential expansion at its best.

### **What is online integration marketing vs. JV Partnerships?**

The online world operates, or should, in exactly the same way as the offline world. Google, Adobe, Alexa, and Ask all involve themselves in online integration marketing. If you download Adobe Acrobat, there is a good chance you will be given the opportunity to install the Alexa toolbar unless you uncheck the option. Each one of these companies is gaining online real estate presence by coat tailing other marketing campaigns that are congruent to their own.

Major online companies who unify themselves with the marketing efforts of other companies make their own mission entire or complete as the definition above stated. They know how valuable this concept is to their business, question is, does the solo online entrepreneur know? If you watched most marketing efforts today, the answer would be NO.

Joint-Venture (JV) Partnerships are different than the completeness of integration marketing. They represent a taste of IM but not the true essence because JV Partnerships can end as fast as they start and are not always constructed to be long term as IM.

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Two or more parties, usually members of the same online mastermind, create a marketing adventure where one party's product or service will be shared across the network of the other partners. Each partner generally has a list they market to in cases like joint adventures and, of course, there are commissions made. This is called affiliate marketing.

Long-term IM happens when JV partners continue to offer something from the other member in their marketing funnel. The product or service offered is always something congruent with or similar to what the customer has purchased. In other words, there must be relevance for you to have success.

### **How does an entrepreneur use online integration marketing?**

The answer to this question is not as easy as saying, "One, two, and three." Online IM is used in the following places:

- Opt-in pages – bonuses are often offered here and may be from other marketers.
- Email – this is usually coming from someone's marketing funnel you have subscribed to. Here you can see the upsells after your initial purchase.
- Thank-you pages after a purchase – can and should contain more relevant information to the consumer either for free or sale.
- Blogs – many entrepreneurs form affiliate partnerships with others providing them html code to add in a blog post or sidebar in the form of a widget. The image with link stays indefinitely adding that much

more exposure to the original marketer as long as the website owner blogs regularly and continues to engage with his or her target audience.

Once you truly understand the concept behind online IM you will find yourself immersed in research and development. Perform due diligence in the creation of your content, its marketing and launch, because other experienced marketers will not host you in their campaigns if they think for a minute you are a charlatan. R&D involves your product or service and those who will want to integrate with it which leads us to our final point in this introduction.

### **Integration marketing creates a “win-win” situation**

The name of this game, if you want to call it that, is value. No one wins if everyone is a charlatan. The internet is as real a world as the offline world. The web hosts billions of real people who are looking for real answers from real entrepreneurs that have their act together.

Integration marketing unifies experts by creating a situation where superior products and services come together in marketing to a specified target audience. The benefits experienced by all are:

- Brand Exposure
- Relationship Building with other list customers
- Credibility & Trust
- Monetary

# Chapter 1: How Integration Marketing Can Increase Your Profits Faster & Easier

The classic lemonade stand is a great example of how you can increase your profits faster and easier with integration marketing. Keep in mind the spider mentioned above. Lemonade stands are also about real estate if you look at it from a Robert Kiyosaki point of view. He would say, “Why own only one lemonade stand when you could be making money from a hundred of them?”

Lets’ say you have the best lemonade stand in your neighborhood and the most profitable. The only problem is there is only one you and one lemonade stand. Suddenly, you remember some customers that came by who were eating cookies they got from a cookie stand down the street and how they ramped and raved about them. So, you get on your bicycle and ride down to investigate.

You soon discover that the owner not only had the best cookies around but, she also has 100 stands all over the neighborhood selling her cookies. Immediately, your little entrepreneurial mind goes to work. She has the best cookies and I have the best lemonade. Everyone that buys my lemonade mostly comes from or goes to her stand. Because these two products go together he is able to negotiate, if he’s smart, with the young girl who owns the cookie stands.

Bingo, integration marketing is born and it’s a win-win situation.

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Let's say he sells his 8 ounce cup of lemonade for just \$1.00. On average, the youngster sells 25 cups a day, not bad for a kid. Now he has the potential of making a hundred times more if he is able to establish an IM relationship with the girl. Maybe this is exaggerated a little, as far as what kids may actually do but, I think you see the concept.

The young little guy has the potential of making \$2500.00/day minus the cut for the little girl who doesn't do anything but serve a product already made for her. He will not make \$2500 because there's a good chance at least fifty percent of cookie buyers will not want lemonade with their cookie. For the young entrepreneur, it makes no difference as long as he has increased his profit margin and his exposure.

If he sells ten cups per day per location, the profit is still great at almost a thousand dollars. He pays the girl a quarter for every cup sold leaving him a profit of \$750.00 not bad for two little kids. Take this example and apply it to what you are doing, or want to do online.

### **The concept of exponential expansion**

The example above represents exponential expansion or rapid growth through integration marketing, in this case, the unification of two or more marketing efforts. Growth accelerates in the form of customer acquisition and sales based on exposure shared by each party. The numbers can increase rapidly 8, 16, 32, 64, 128, 256, 512, 1024, 2048 and so forth.

To scale it back, exponential expansion will not happen as evenly as the numbers above suggest. The rapid growth still can occur in a great way when your product hits the other partners marketing funnel. People talk and share things that bring them results.

Integration marketing is not limited to the number of IM partners because things can go viral on the internet. Viral marketing is just as powerful as integration marketing when you think about it. View things going viral as your marketing efforts gone wild and breaking outside the structure of any campaign you or your partners planned.

Free giveaways are a great way to create a viral event amid other things. Exponential growth can be triggered by just a few excited customers who are getting results with your product or service. Everybody knows somebody and when word can spread beyond the borders of a typical email list things grow quick. Nothing beats an ecstatic testimonial.

### **Video Genesis - A real online example of integration marketing**

You can read a book all day long and get some good out of the thing but there is nothing like a real life example of integration marketing. As a reminder, IM is different than one time gigs on the internet. Long-term relationship is the key for experiencing the exponential expansion as you just read because it takes time to reach those phenomenal numbers.

Mike Filsaime and Andy Jenkins are two guys that have been around the internet for a long time. Each has their own expertise. Mike is an awesome

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online internet marketing guru, to put it honestly and Andy is a video marketing expert from Hollywood. Put these two together and you have a solid, experienced team and a one of a kind product *Video Genesis*, both keys for successful IM.

Obviously Mike and Andy are not the only two entrepreneurs out there doing what they do. These guys know people who know people who, well, you know. Marry you know who with their product training and you will see online integration marketing at its best with potential million dollar launches, seriously.

Enter screen left, Mike Koenigs and Pam Hendrickson of Make Market Launch IT another highly successful training program from two of the internet's top product creators and marketers. They join efforts with Mike and Andy of Video Genesis for an immediate JV project by marketing the opportunity to access Video Genesis to their member list for a special price, plus, gain access to other bonuses from them exclusive to this Mike and Andy's launch.

If Mike and Andy have multiple business partners adding their product somewhere in their marketing funnel, I think you can see the leveraging power inside integration marketing. Sometimes these pacts are not long-term and that is okay. Exposure can lead to other connections where long-term "piggybacks" can be created.

## **Google and Alexa toolbars**

Perhaps, you have downloaded free software for your web browser or other program such as Adobe Acrobat. You will notice that during the installation process you will have the option of installing the Alexa, Ask or Google toolbar for your web browser. Ask, for example, is riding the Java market. Whenever someone installs or updates Java they are prompted to obtain the Ask toolbar and default their browser to Ask's website. Uncheck if you do not want to install them.

There are multitudes of IM campaigns going on today especially in the tech industry. This arena would be a great place to study strategies of companies who understand the field where they do business. Those who find a way to integrate a relative product or service into an existing marketing stream are well on their way to winning the game of exponential expansion and increased profits inside their businesses.

Study the tactics of companies like Google, Ask, and Alexa even if they appear sleazy. You may get some useful honest ideas while discovering what works and what does not. One other thing to pay close attention to is the way customers react to certain sales tactics. Research on Google will call up some rather interesting customer responses to companies that annoy with offerings that end up making lives miserable.