

MANSI MEDIA PRESENTS

YOUR MULTI-CHANNEL ARSENAL

Six Powerful Platforms Working Together to Amplify Your Brand

287%

Increase in Purchase
Frequency

89%

Customer
Retention Rate

28%

of Businesses Use
3-4 Channels

\$42

ROI per \$1 Spent
on Email



THE CHALLENGE: WHY SINGLE-CHANNEL MARKETING FALLS SHORT

In today's fragmented media landscape, your audience isn't confined to one platform.

Consumers move across streaming, social, email, search, print, and outdoor daily — each touchpoint shaping their decision.

7-13

touchpoints needed
before brand recall

Limited Reach

Your audience isn't on one platform — missing any channel means missing customers.

Weak Brand Recall

A single channel rarely delivers the 7-13 exposures needed for lasting impressions.

Missed Journey Stages

Social builds awareness, email nurtures, OTT converts — you need all stages covered.

Platform Dependency Risk

Algorithm changes or declining popularity can devastate single-channel campaigns overnight.

Incomplete Analytics

You only see part of the customer journey, making optimization nearly impossible.

THE MANSI MEDIA SOLUTION: SIX PLATFORMS, ONE UNIFIED STRATEGY

Each channel serves a distinct purpose — together they guide your prospect from awareness to purchase.

01 Digital Marketing

SEM · Display · Retargeting · Programmatic

02 Email Marketing

Newsletters · Drip · Personalized Offers

03 OTT Advertising

Hulu · Roku · YouTube TV · Streaming

04 Print Media

Newspapers · Magazines · Direct Mail

05 Outdoor / Billboard

Highway · Transit · High-Traffic Areas

06 Social Media Marketing

Facebook · Instagram · LinkedIn · TikTok

PLATFORM 01 — DIGITAL MARKETING

SEM · Display · Retargeting · Programmatic

What It Is

Search engine marketing, display advertising, retargeting campaigns, and programmatic advertising across the entire digital ecosystem.

Best For

Driving immediate conversions, lead generation, and reaching prospects at the exact moment they're ready to buy.

85%

of hospital marketers dedicate their digital budget to Google Ads — search intent drives results.

High-Intent Targeting

Capture prospects actively searching for your product or service right now.

Retargeting Power

Re-engage visitors who showed interest but didn't convert on first visit.

Measurable ROI

Detailed performance tracking — impressions, clicks, conversions, and cost-per-lead.

Precision Demographics

Target by age, location, interests, device, income, and behavioral signals.

\$42

returned for every
\$1 spent on email

*The highest ROI of
any marketing channel*

Source: DMA (Data & Marketing Association)

**Newsletters · Drips · Promotions · Personalized
Offers**

Highest Channel ROI

\$42 return per \$1 invested — unmatched
by any other marketing channel.

Lead Nurturing

Automated drip sequences guide
prospects through every funnel stage.

Deep Segmentation

Deliver hyper-relevant messaging based
on behavior, location, and demographics.

Customer Retention

Build loyalty and drive repeat purchases
with personalized ongoing
communications.

PLATFORM 03 — OTT / OVER-THE-TOP ADVERTISING

Reach cord-cutters on Hulu, Roku, YouTube TV, Pluto TV, and more — with unskippable, full-screen premium video ads.

Cord-Cutter Reach

Access the growing streaming audience that traditional TV campaigns completely miss. OTT inventory is growing faster than any other video channel.

88M+

U.S. cord-cutters & cord-nevers

Premium Format

Full-screen, unskippable video ads in a lean-back, high-attention environment — TV's emotional power with digital's targeting precision.

95%

Average video completion rate

Precise Analytics

Track views, completion rates, frequency, geographic delivery, and attribution back to store visits or website conversions.

3x

Better targeting vs. linear TV

AVAILABLE ON:

Hulu

Roku

YouTube TV

Pluto TV

Peacock



PLATFORM 04 — PRINT MEDIA

Newspapers · Magazines · Trade Publications · Direct Mail

What It Is

Advertisements in newspapers, magazines, trade publications, direct mail, and specialty print materials — the original trusted medium.

Best For

Building authority, reaching affluent professional segments, adding credibility to your overall marketing mix.

82%

of consumers trust print ads
vs. only 43% who trust
social media ads.

Credibility & Trust

Print associations elevate brand perception through a 'halo effect' from trusted publications.

Affluent Audiences

Reaches older and high-income demographics who actively consume print media.

Tangible Longevity

Print ads last longer than digital impressions — magazines sit on desks for weeks.

Multi-Sensory Impact

Physical presence creates a sensory brand experience that digital simply cannot replicate.

PLATFORM 05 — OUTDOOR / BILLBOARD ADVERTISING

Large-format advertising on highways, urban centers, transit stations, and high-traffic areas. Works 24/7 — no ad-blocking, no opt-outs, no algorithms.

24/7

Always-On Visibility

No off switch, no ad-blocker, no skip button — your message runs around the clock.

71%

Consumers Who Notice

71% of Americans consciously look at messages on outdoor billboards when traveling.

#1

Brand Recall Driver

Outdoor advertising drives the highest brand recall of any traditional channel.

Geographic Precision

Target specific corridors, zip codes, commuter routes, and competitor locations.

Compounding Awareness

Repeated daily exposure builds brand familiarity and reinforces all other channel messages.

Premium Placements

Highways, transit hubs, arenas — MANSI secures the highest-traffic locations.

Digital OOH Capability

DOOH boards allow dayparting, dynamic creative, and real-time campaign flexibility.

PLATFORM 06 — SOCIAL MEDIA MARKETING

Facebook

Instagram

LinkedIn

TikTok

X (Twitter)

YouTube

Organic + Paid

Build brand personality, community, and engagement across the platforms where your customers spend hours every day.

Best For

Building relationships, driving engagement, amplifying brand content, and reaching younger demographics at scale.

4.9B

global social media users in 2026 — your audience is already there.

Community Building

Create loyal brand advocates through authentic interactions and consistent presence.

Viral Reach

Shares, comments, and UGC amplify your message exponentially beyond paid reach.

Precise Paid Targeting

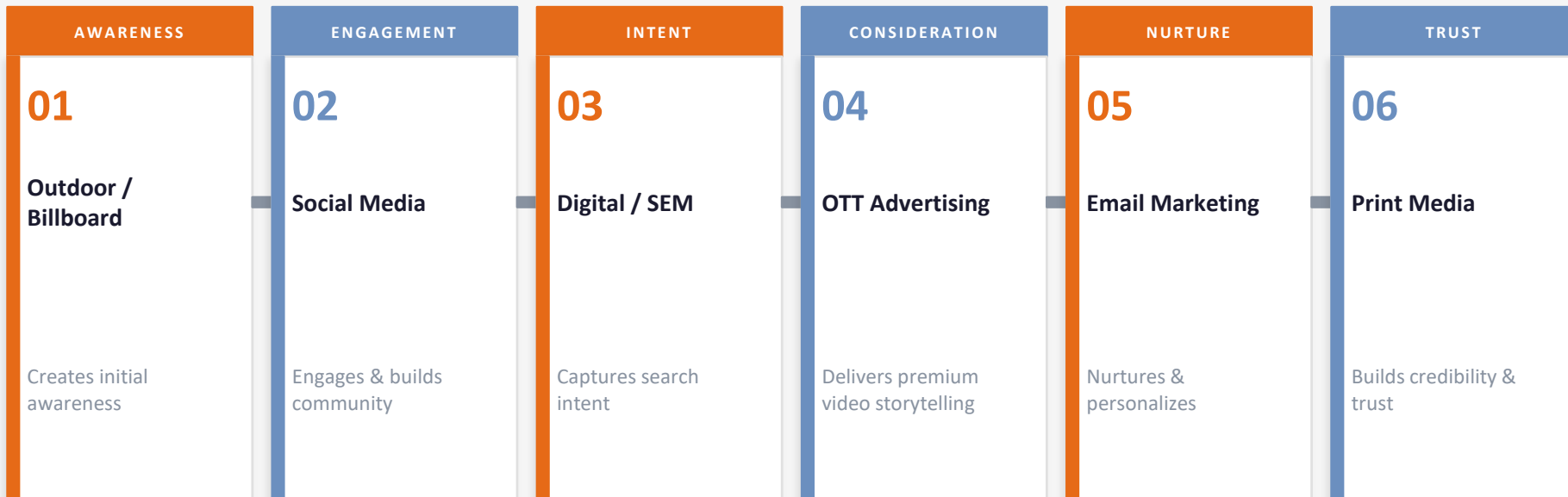
Custom audiences, lookalikes, and behavioral targeting for laser-focused ad delivery.

Real-Time Intelligence

Instant customer feedback and market insights inform strategy across all channels.

THE POWER OF INTEGRATION: HOW ALL SIX CHANNELS WORK TOGETHER

A prospect who sees your billboard, clicks your search ad, watches your OTT spot, gets your email, and reads about you in print isn't just aware — they're primed to buy.



The Result: Multi-channel customers convert at significantly higher rates, spend more per purchase, and have a 287% higher purchase frequency than single-channel audiences.

WHY MANSI MEDIA

One Partner. Every Channel.

Decades of Expertise

Established relationships with media outlets across the U.S. and globally.

Research-Driven Planning

Proprietary zip code analysis and audience research to maximize every dollar.

Full-Funnel Orchestration

We synchronize all six channels into one cohesive, results-driven campaign.

One Bill, Zero Hassle

Single invoice for all channels — no juggling multiple vendor relationships.

Competitive Rate Negotiation

Our network secures rates smaller buyers simply cannot access on their own.

Transparent Reporting

Clear proof-of-placement and performance data delivered after every campaign.

[Schedule Your FREE Strategy Session →](#)

4000 Crums Mill Rd, Harrisburg PA 17112 | (717) 703-3070 |
Help@MANSIMedia.com | mansimedia.com

