

8 Simple Rules of Effective Marketing Campaigns



COMMUNICATOR'S CHALLENGES

- The average American is exposed to over 1.85 million messages per year
 - 5,000 per day
 - Notice only 52
 - Remember only 4
- Multi-tasking causes partial attention
- Amount of information available is overwhelming

Messages
must be relevant!

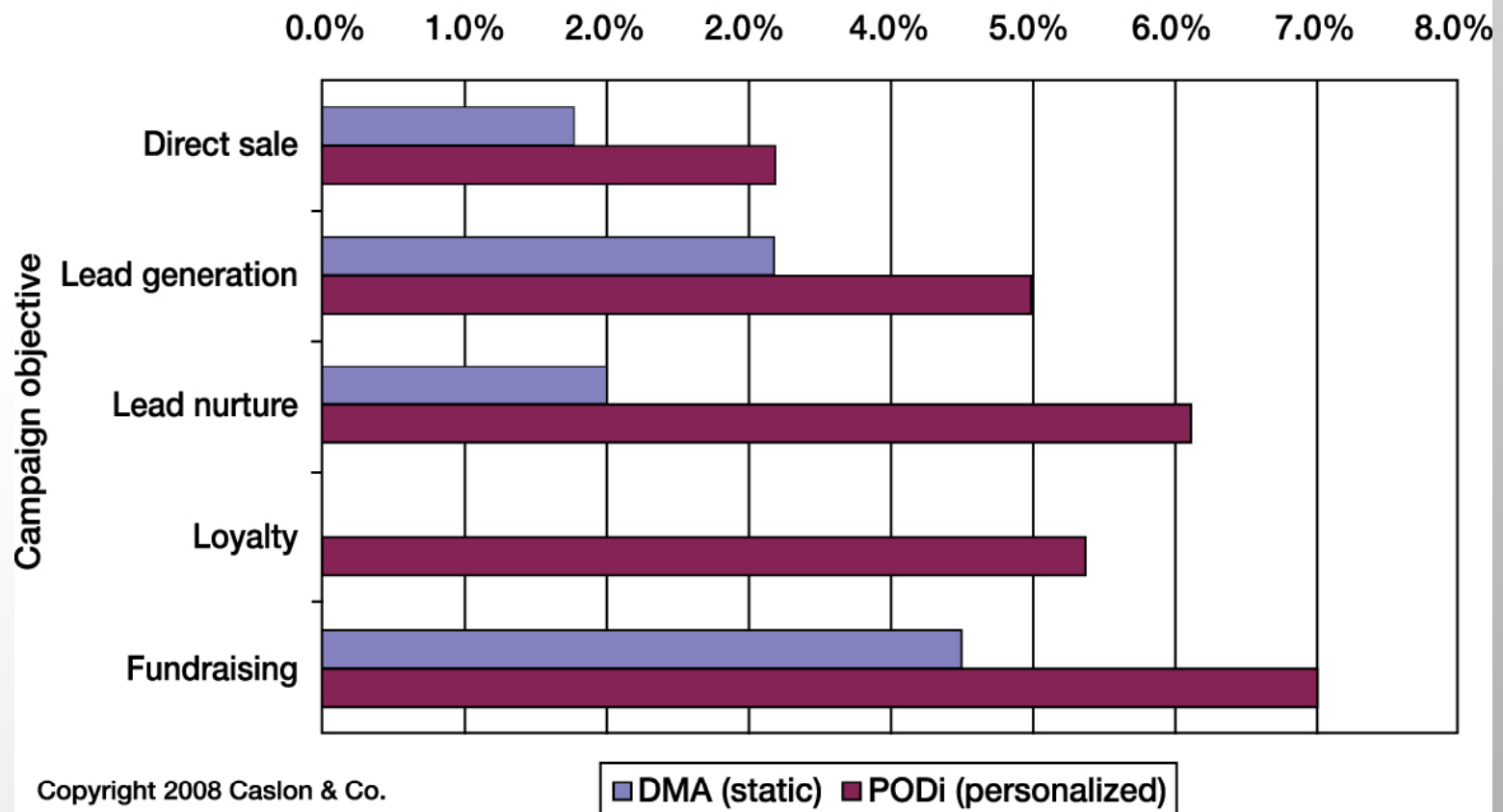
THE UNIVERSAL GOAL OF MARKETING

Getting the **right message**,
to the **right people**,
at the **right time**
using the **right medium**.



RESPONSE RATES: STATIC VS. PERSONALIZED

(Data source: Caslon analysis of PODi and DMA data)



1 DEFINE YOUR MARKET

Precision in target market counts is key for evaluating and selecting the media channels available to reach them.



Data selection:

- Customer List
- “Old” house file
- Inquirers
- Prospects

MARKET DEFINITIONS – B2B

Evaluate # of businesses by:

- Industry (SIC – Standard Industrial Classification or NAICS – North American Industry Classification System)
- Size
- Location

Determine # of people in organization who are important

- One title or function to contact, or several?
- Who is involved in the buying decision?

MARKET DEFINITIONS – B2C

Consumer market
characteristics

- Demographics (age, location, income, education, occupation)
- Lifestyle (i.e. boater, pet owner, charitable donor, etc.)



2 SET YOUR OBJECTIVE

- **Direct order** – immediate purchase
- **Lead generation** – information-gathering
- **New customers** – ideal for cross-selling or up-selling
- **Customer loyalty** – growing *long-term* relationship

3 DETERMINE RIGHT MEDIA MIX

Medium

- Direct Mail
- Email
- Magazines
- Telephone
- Inserts
- Search Engine Marketing

Strengths

- Highly personal
- Inexpensive; easy to test offers/creative
- Good for split testing
- Good in combo with mail, email
- Highly targetable, negotiable rates
- Ready audience

Considerations

- Test format options
- Poor for prospecting; deliverability issues
- Long lead times
- Do Not Call rule limiting
- Requires simple messages
- Keyword bidding can be hard to manage

BENEFITS OF DIRECT MAIL

- High attention value
- Highly selective
- Greater creative control
- Timing control
- Measurability and projectability



**77% of consumers
sort through their mail immediately.**

- United States Postal Service

EMAIL MARKETING

A photograph of a man and a woman looking at a laptop screen. The man is older with white hair, wearing a white shirt and a dark tie. The woman has dark hair and is looking intently at the screen. The laptop is in the foreground, and the background is a bright, out-of-focus office setting.

44% of marketers surveyed believe the biggest challenge in email is providing relevant content.

- eMarketer (2006)

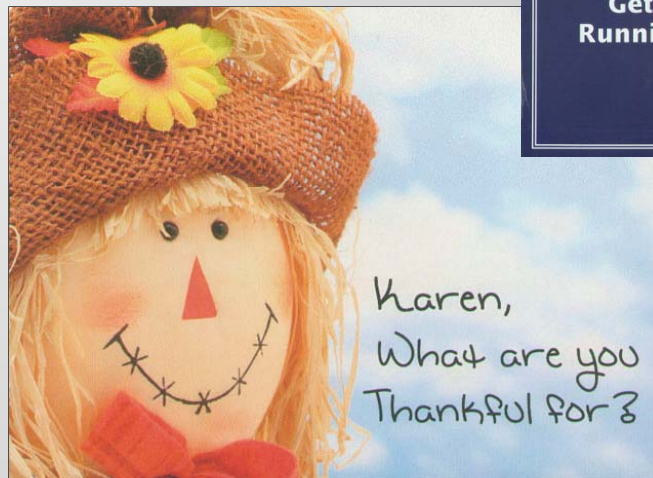
BENEFITS OF EMAIL MARKETING

- Cost-effective to build customer loyalty
- Low production, materials costs
- Proactive communications
- Measurable
- Easy to test messages/offers
- Levels the playing field

4 DELIVER THE RIGHT MESSAGE

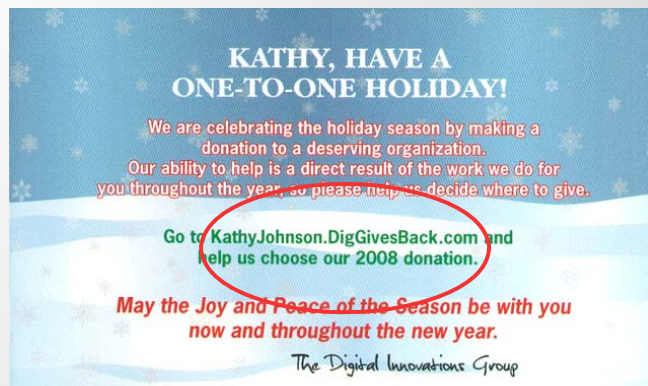
Digital printing technologies open door to relevant content through:

- Variable data – words & images
- Short runs
- Cost-efficient
- High quality



PERSONALIZED URLs

- Web address to capture online response to a direct mail promotion. Includes:
 - recipient's name (janedoe)
 - a campaign-specific domain name (janedoe.greenthumboffer.com)



USE A PERSONALIZED URL TO:

- Build a two-way relationship
- Deepen understanding of your customers
- Get instant feedback in real time
- Vary communication methods
- Add measurability to campaign

Kathy, visit your personal campaign website.

VOTE JOHNSON CAMPAIGN-ROI

Choose Cross-Media Marketing to Increase your ROI.

Kathy, the debate is over. Reduce costs and increase your customer acquisition and retention with cross-media.

Combining relevant marketing communications with personalized URLs increases ROI:

- Increase direct mail response rates by up to 40%
- Increase average orders by as much as 24%
- Improve customer retention programs by 47%

The opposition might call this more rhetoric. We call it a great way to optimize your marketing spend and collect real-time customer insight at The Allegra Network.

Kathy, visit your personal website to get a free prepaid VISA® gift card valued at \$10.

www.KathyJohnson59.campaign-roi.com

HOW DOES IT WORK?



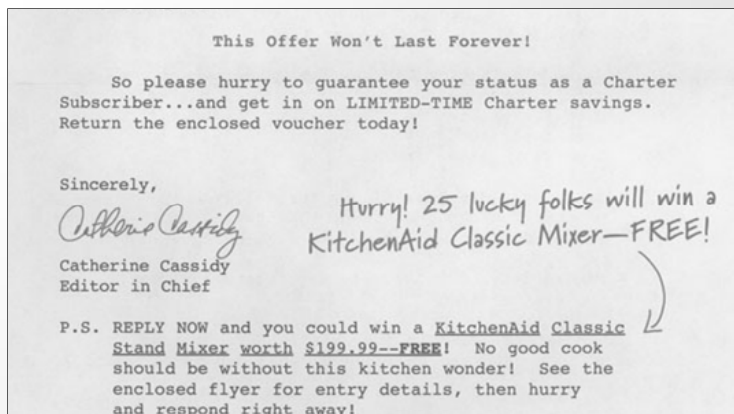
5 IDENTIFY THE RIGHT TIME

Match your messages to:

- Where is your buyer in the sales cycle
- The timeliness of your buyer's need
- How? Put yourself in your customer's shoes
- Trigger a response or purchase
 - Life stage
 - Transactional

6 INCLUDE A CALL TO ACTION

- Be clear about what you want them to do
- Create a sense of urgency
- Provide multiple response mechanisms



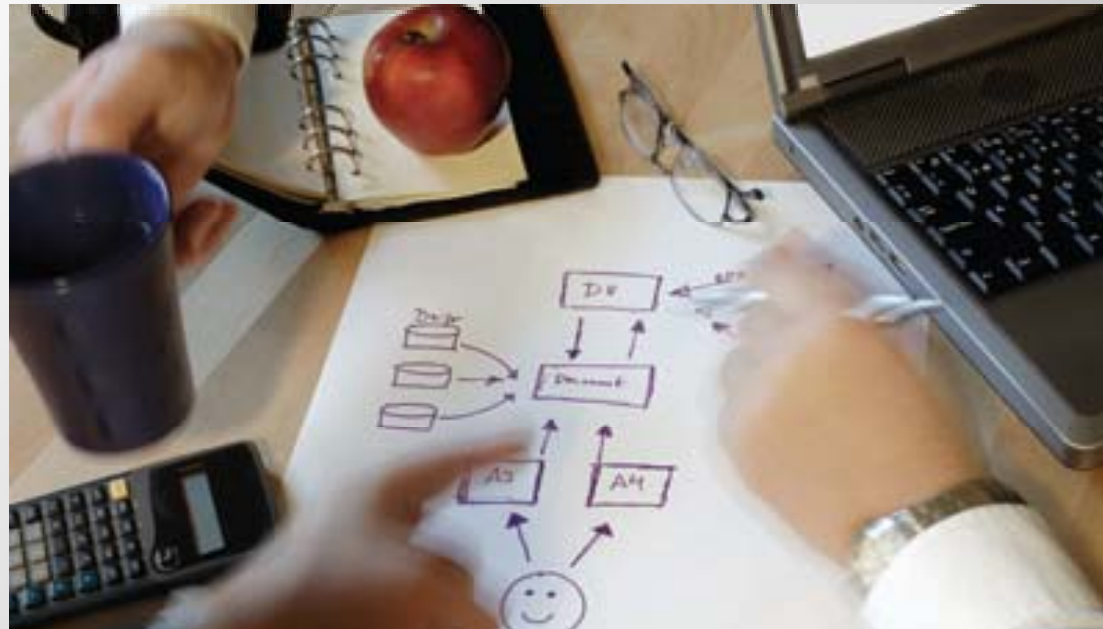
7 ANALYZE THE RESULTS

- Know what you are measuring
 - # of inquiries
 - Web site traffic
 - Store visits
 - Event attendance
 - Coupon redemptions

- What worked? What didn't?

8 PLAN NEXT CAMPAIGN

- Use what you learned to define/refine your next campaign
- The more you know about your customers, the more relevant your messages will be



RE-CAP OF TOP 8

- 1 Define Your Market
- 2 Set Your Objectives
- 3 Determine the Right Media Mix
- 4 Deliver the Right Message
- 5 Identify the Right Time
- 6 Include a Call to Action
- 7 Analyze Results
- 8 Plan Your Next Campaign

QUESTIONS?



Thank You!