

## **Tip 1: Understand the Value of Digital & Direct Marketing**

Digital & Direct Marketing is to retrieve and organize relevant information from your customers and prospects so you can use it to target them in a personal and very productive way, making it very easy for them to quickly buy from you.

## **Tip 2: Make Sure Digital & Direct Marketing Are for You**

Companies that successfully use digital and direct marketing share a set of characteristics that increase the chances for success. These characteristics include:

- Feature-Rich Products
- Products with a Post-Sale Opportunity
- Good Customer Relationship Management Systems (CRMs)
- Products with Weak Unique Selling Points (USPs)
- Complex Products
- Products that Need Longer Sales Cycles
- Transactional Communications
- Market through Remote Channels
- Products that Are Exposed to Constant Changes
- Non-profit Organizations

## **Tip 3: Recognize Digital & Direct Marketing Media Pros and Cons**

Digital media channels will help make your next direct marketing campaign more successful but they can't guarantee positive results without a good strategy behind them. In order for you to choose the right communication channels you will need to understand each one of their strengths and weaknesses.

#### **Tip 4: Place The Media Where They Belong**

The new digital technologies and media have not invented any new marketing concepts, but they have made existing ones more effective and productive. You will not be able to be successful, if you only focus on the media and marketing technologies. I appreciate new technologies, but as with many other things in life, they have a negative side. In our quest to automate everything, we often forget to think for ourselves.

#### **Tip 5: Stick to the Basics**

Sales thrive when you can differentiate what you're selling and provide value to your customers. We all think our products are the best, and they just may be, but are they really that different from your competitor's? If you can't differentiate yourself with the products that you sell you need to do so with the way you sell them. It's often the company that best communicates the value of its product rather than the one that has the best product that emerges as the winner in the marketplace.

#### **Tip 6: Sales Productivity Is Not Just About Speed and Quantity of Contacts**

Marketers are used to increasing sales productivity by focusing on speed and quantity of contacts. They believe the more people they can contact in the shortest period of time, the better. However, sales productivity is not only about speed and quantity of contacts, but quality, too. The quality does not only relate to design and production but it is mainly driven by the strategy.

#### **Tip 7: Pay Attention to Marketing Shifts**

The primary change in marketing is that communicating successfully with your target audience is much more

challenging today than it was in the past. The biggest challenge is maintaining focus and avoiding distraction by things that are irrelevant to the basics and fundamentals of marketing, communication, and selling. Particularly difficult is avoiding getting wrapped up in the excitement of new digital channels and technologies without first doing proper planning.

### **Tip 8: Preparation Will Help You Build A Better Strategy**

A successful strategy will be based on these five essential questions:

- What are you going to sell?
- Where will you sell it?
- When will you sell it?
- To whom will you sell?
- How will you sell it?

In order to build the right marketing strategy you must first understand the strengths and weaknesses of your product and brand, then your market opportunities and threats, last, but not least, you must analyze your history, including all of your past marketing activities.

### **Tip 9: Set Goals and Key Performance Indicators (KPIs) and Use Your Resources Effectively**

Strategies consist of objectives and activities that relate to a goal. Activities support objectives, while objectives support goals. People make statements such as, "My goal is to improve market perception." This, however, would not be the goal. It is an objective that would support a goal, such as selling X number of units.

### **Tip 10: Proper Creation of Target Profiles Is Imperative to Be Successful**

It is more difficult to build a campaign for digital and direct marketing than for generic marketing. Generic marketing only requires one profile based on average target demographic information and generic buying criteria. For digital and direct marketing, we need to create as many profiles that make sense and find the potential buyers that fit those profiles. How do you create profiles?

### **Tip 11: You Need An Effective Data Collection Strategy to Win**

Now that you have defined the segments or profiles, you need to start populating or classifying each customer into the appropriate profile so that you can take the corresponding actions when communicating with them. You can't classify your customers in the appropriate profiles without information about them. You either have information or you don't. If you don't, you have to buy it or build it, and both cost money.

### **Tip 12: Successful Marketing Communication Engagement**

There are three very old and basic steps in sales and marketing engagement:

1. Capture the attention of your target.
2. Tell them what they want to hear not what you want to tell them.
3. Make it easy for them to buy from you or contact you.

### **Tip 13: Don't Forget To Measure and Analyze Your Campaign**

You must measure campaigns for two reasons:

1. To know if the campaign was successful or not. Has the money, time, and effort spent on the campaign been worth it?
2. To analyze the data to improve future campaigns. Measure things that will help you understand why and where your campaign was or was not successful.

### **Tip 14: Use the Right Ingredients**

Top main ingredients: Information, Sensitivity, Imagination, Testing, Incentives, Persistency, Media Channel, Money, Measure, Partners.

### **Tip 15: Beware of the Ten Reasons Campaigns Fail**

"Saying the wrong thing to the wrong person at the wrong time and the wrong way"

### **Tip 16: Become a Marketing God**

"The tiger is the mightiest, but the chameleon is the one who's going to endure!" -Buddha