

The Digital & Direct Marketing Goose

16 Tips and
Real-life
Examples
That Will Help
You Lay More
Golden Eggs



German
Sacristan

German's marketing knowledge and experience can be shown in the following praises:

"At the end of a very long day, when everyone was tired after four days of intensive training, German's charm, passion and enthusiasm woke them up, won them over, and elicited excellent ratings."

Drayton Bird—UK (The Chartered Institute of Marketing named Drayton Bird one of the 50 individuals who have shaped modern marketing, with others such as Tom Peters, Ted Levitt, and Philip Kotler)

"German really made us think and also motivated the audience to actually do something. There was no doubt at the end...we all understood that we needed to get what German recommended. Not just a great presenter, German is even a better salesman. Amazing."

Ales Lisac Slovenia (Ales is an inspiring, highly entertaining teacher, having been named "Best Slovenian Speaker of the Year" and "Best Professor of the Year" twice.)

"The marketing seminar helped me to refocus our need to communicate with our customers. It was fantastic and we are reenergized! Now I am looking forward to taking on the world."

Peter Phillips, Owner—Phillips Plastics Ltd. UK

"I found this book extremely interesting and practical. It shows, in a very simple and functional way, the key factors of direct marketing, most importantly how to implement them effectively. It also helps to break certain taboos regarding direct marketing. Frankly, very good and a must-read if you are in this type of marketing world."

Francesca Maioli, Data Mining Manager—Unipost Global Postal Service, Spain

"German has brought a new level of Marketing Expertise to eDOC, helping us build a valued-based Marketing Strategy System for our customers."

Tom Meitzler, VP of Sales and Marketing—eDOC Communication, Chicago, United States



“The Digital & Direct Marketing Goose” Book Excerpt

16 Tips and Real Examples That
Will Help You Lay More Golden
Eggs

By German Sacristan



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BOOK EXCERPT Table of Contents

- Introduction
- Example 2: ScottishPower United Kingdom
- Tip 3: Recognize Digital & Direct Marketing Media Pros and Cons
Example 3: Lexus United States
- Tip 4: Place The Media Where They Belong
Example 4: Move.com
- Example 9: Kodak Spain
- Tip 14: Use the Right Ingredients
Example 14: One-to-One Mexico
- About the Author
- Getting the book and other books from Happy About

C o n t e n t s

NOTE: This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC

Preface	Preface	1
Introduction	Introduction	5
Tip 1	Understand the Value of Digital & Direct Marketing	11
	Example 1: Miami University United States	14
Tip 2	Make Sure Digital & Direct Marketing Are for You.	17
	Example 2: ScottishPower United Kingdom	21
Tip 3	Recognize Digital & Direct Marketing Media Pros and Cons.	25
	Example 3: Lexus United States	36
Tip 4	Place The Media Where They Belong.	39
	Example 4: Move.com	43
Tip 5	Stick to the Basics	47
	Example 5: ING Australia	51
Tip 6	Sales Productivity Is Not Just About Speed and Quantity of Contacts.	53
	Example 6: Mercer Human Resource Consulting Worldwide	60
Tip 7	Pay Attention to Marketing Shifts.	63
	Example 7: MindZoo United States	66

Tip 8	Preparation Will Help You Build A Better Strategy	71
	Example 8: Girl Scouts United States	83
Tip 9	Set Goals and Key Performance Indicators, and Use Resources Effectively	91
	Example 9: Kodak Spain	95
Tip 10	Proper Creation of Target Profiles Is Imperative to Be Successful.	99
	Example 10: Citadel United States	112
Tip 11	You Need An Effective Data Collection Strategy to Win	113
	Example 11: Walt Disney Parks and Resorts United States	119
Tip 12	Successful Marketing Communication Engagement.	123
	Example 12: Fabory Germany	129
Tip 13	Don't Forget To Measure and Analyze Your Campaign	133
	Example 13: Arkansas Democrat-Gazette United States	137
Tip 14	Use the Right Ingredients.	141
	Example 14: One-to-One Mexico.	153
Tip 15	Beware of the Ten Reasons Campaigns Fail	157
	Example 15: Orthodontics United States	159
Tip 16	Become a Marketing God	161
	Example 16: Chick-fil-A United States	163
Appendix A	Free-Bee Example: UNICEF Brazil and Final Thought!	167

Author	About the Author.	171
Books	Other Happy About® Books	173

Introduction

"Marketing" is a powerful word, which in a way sells itself. Over the years we've given the marketing strategies fancy new names and acronyms, like "cross-selling" or "up-selling," etc., and with that, a perception has been born that we've invented a new strategy where success is guaranteed. But there is really very little that is fundamentally new when we talk about the principles of marketing communication and sales. I saw my father cross-sell and up-sell 40 years ago. The only difference was that he didn't have the need to come up with a name for what he was naturally doing. Customer Relationship Management (CRM) isn't new either. It existed years ago, but with only a handful of customers, marketers had no need for big software systems to manage the information, and no need for such terms.

The market has changed, but the basics and fundamentals of marketing have not. Marketers simply need new tools and technologies today to execute those basics in a very different marketplace. If you forget the basics, however, not even the best tools and technologies will help you get a positive Return on Marketing Investment (ROMI).

I believe marketing can be taught, but only the people that are passionate about it will be truly successful at it. When you learn it you can explain what it is, but it is when you feel it in your gut that you really understand it and do it well. Great marketers come in different ways, shapes

and forms, but just because someone's business card has "marketing" in the title doesn't mean they know anything about marketing. I used to be naïve enough to believe that a bigger title meant more marketing knowledge. I quickly learned that isn't always true. Some of the best marketers I've met don't have a marketing title—and some don't even have a business card.

This book isn't just for marketers, but for anyone interested in communicating. It's about how we can communicate better to get what we want, whether it is to reach a sales goal or some other type of goal.

In marketing communication you never know all you need to know, and you can't generalize concepts and strategies. For every reason something will work, there is a reason why it will not work in a particular place or situation. There are no magic wands or crystal balls, but a good, methodical process will help tremendously in building the right strategy to increase the chances of success. There are a lot of marketers and messages out there that need to find a louder voice, and I hope this book helps them do that.

Communication is one of the most important things we do in life and promotion and sales come down to communication. We communicate to inform, but also to get what we want. The best communicators are often the most successful human beings (e.g., Jesus Christ, Gandhi). The basic fundamentals of marketing communication properly combined with the most relevant new media technologies can help you become more successful. We can't be successful communicators if we ignore the basics. In order to remember the basics and fundamentals of real communication, we have to think about how it all started.

Marketing communication started face-to-face many years ago. Salespeople targeted customers directly, one by one, in a personal way. This happened in two ways: customers came to them, or they had to go to visit their customers. This is called direct marketing. Direct marketing is the oldest and most natural form of marketing communication. This method is not the only approach to marketing communication, but can certainly be the most powerful one if done properly. It is so relevant that you can't afford not to do it today. In fact, most of the digital marketing technologies and tools available today relate to direct marketing. These technologies are here to help us effectively exercise the basics and fundamentals of marketing communication in a very different and challenging marketplace. Email, mobile, Internet (including social media) CRMs, and digital print are relevant examples of it. Because of their digital components, they allow marketers to create personalized promotional pieces for the different individuals and companies they are targeting. These media can all be used to directly and personally promote to customers and prospects. Be very careful not to ignore or forget the "old" direct mail—the postal service—because it is more relevant, powerful, and effective today than ever, as I will discuss later on.

Being great at direct marketing isn't easy. The biggest challenge is that it requires you to talk directly to individuals, address them by name, and therefore, you need to make sure you are relevant and helpful with your message. Recipients' expectations are much higher when they are personally targeted. If you don't address your target by name and you've said something completely irrelevant, your target will ignore you for the simple reason that they never felt that you were talking to them anyway. On the other hand, in the most natural world of communication, if

you call your target by their name, it is because you know something about them and therefore they expect relevant and interesting information. Direct marketing is not about sending one identical, generic message to everyone based on your target's average demographic information and most common buying criteria.

Our current market, being so competitive and saturated, pushes us back to the basics of marketing and communication, which is about more and better personal interaction with our targets. It is interesting how we as individuals and the world at large go into cycles, always coming back to the basics. It happens with music, fashion, food, and even health—as the organic world is picking up strength, even a section of healthcare that provides old, holistic and natural ways of helping people still has its place.

But in the particular case of marketing communication going back to the basics is not as easy as it seems. Thanks to TV, radio and other mass media communication, we have been talking to millions of people in a matter of seconds. We can't go back entirely to face-to-face marketing through salespeople, as it will not be productive. This is where the new digital media technologies come in, allowing us to execute the fundamentals of marketing and communication, but with the productivity that we are used to. The challenge for some marketers is that they have never promoted or sold face-to-face in a personal way. So how are they going to do it from a mass communication marketing perspective? This book will help them do just that, although they will also have to practice to get good at it.

The stars of this book are not the media channels that transport our marketing messages to a target audience, but the marketing fundamentals and strategies that will lead us to succeed. I appreciate that digital media is a hot and relevant topic, and I will not ignore it in this book. It will be addressed in the right context, but only as part of the strategy, never as the strategy itself. This book will provide you with the methodical process and the ingredients to help you build a well thought-out, direct, and digital marketing campaign strategy that will increase your chances for more—and better—sales.

Tip

2 Make Sure Digital & Direct Marketing Are for You

Example 2: ScottishPower United Kingdom

This example shows how a high commodity business thrives thanks to an effective loyalty program using digital and direct media channels.

The UK's consumer energy supply sector is highly competitive and consumers can switch suppliers with ease: between 8 and 10 million do so each year. But attrition rates, especially during the first few months after gaining a new customer, are high. For ScottishPower, increasing customer retention was a strategic priority. Eclipse GB, a leader in the creation and deployment of highly individualized, data-driven cross-media marketing programs, developed an approach that delivered results that exceeded ScottishPower's expectations:

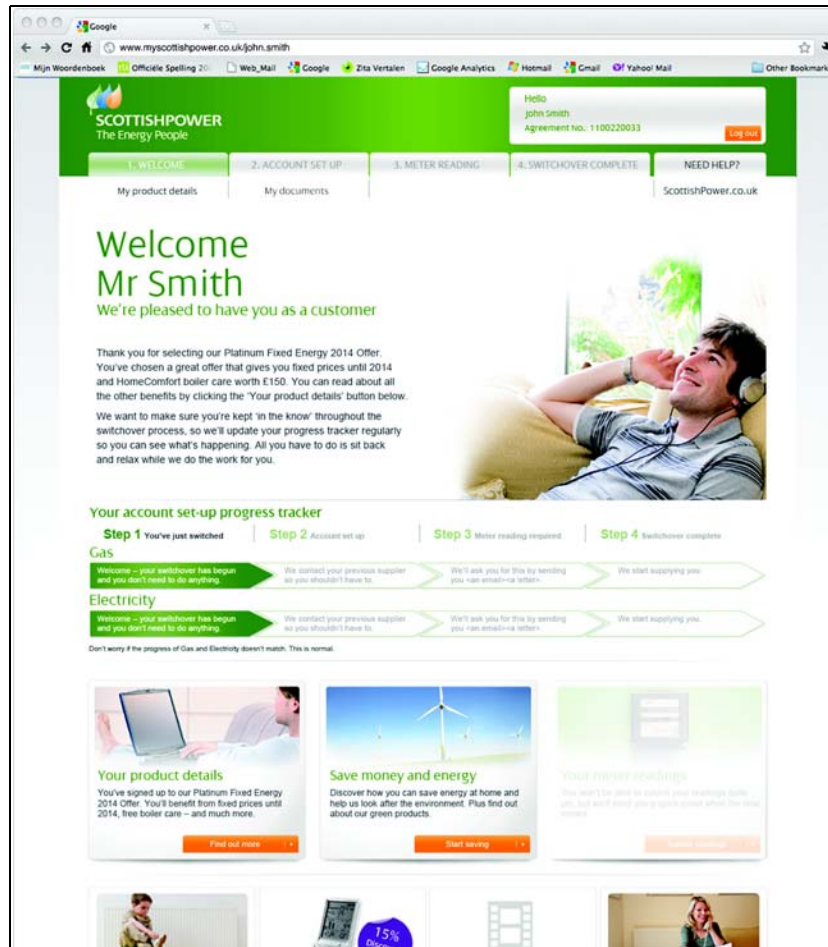
- 81% drop in sales cancellations within the first 14 days of service
- 39% reduction in new customer attrition
- 20% uplift in customer satisfaction

The solution that Eclipse GB devised was a communications program that nurtured new customers during the critical six to eight week 'welcome cycle'. The program commenced with a personalized email message immediately after customer acquisition, followed by a digitally printed, fully personalized welcome pack, with both pieces linking to an interactive PURL. The personalized web pages contained relevant account information including application progress and important documents.



The landing page of the personalized website included a quick survey with two multiple-choice questions. Recipients were also incentivized with the offer of a prize draw for a year's free supply of energy if they completed a more detailed survey on another page on the site. Touch-points throughout the microsite were individually tracked.

The PURL allowed a level of engagement that customers had rarely experienced before via direct interaction with the ScottishPower brand.



By providing a personalized welcome pack and linking that to an up-to-date, informative and interactive experience online the program helped to rapidly build enduring and positive relationships with new customers who otherwise had little loyalty to the ScottishPower brand.

"Case study source: <http://www.podi.org/casestudy>, a collection of over 500 successful digital and direct marketing solutions in full color."

Tip

3 Recognize Digital & Direct Marketing Media Pros and Cons

In order to be successful, marketers today need to interact better, more quickly, more often, and more cost effectively with their targets. That is why all new digital vehicles—including digital printing—with their flexibility and speed, are very relevant. These vehicles also complement each other and can effectively support your strategy.

These channels or vehicles will help make your next direct marketing campaign more successful. All of these channels are very powerful if used properly, but none of them guarantee success without a good strategy behind them. In order for you to choose the right communication channels for your next campaign, you will also need to understand each one of their strengths and weaknesses.

Email and Mobile

Digital channels have many strengths, but they also have weaknesses. For example, many companies routinely send out emails as a part of their marketing campaigns. But people receive hundreds of emails every day, so why should they open yours, especially if it is a generic message not designed specifically for them? People generally won't open your emails if they

don't know who you are. The other day my daughter told me that I had 832 unread emails, and they were all marketing messages from people that I don't know. You are actually lucky if your message makes it to someone's inbox—most of the time it will end up filtered as spam.

Email and mobile marketing are ways to excel at promoting existing relationships. Once you start a relationship with a prospect, email becomes very powerful. It is more interactive, faster and cheaper to execute, and easier and cheaper to track. With email, you can add audio or visual attachments; you can also quickly direct a prospect to a relevant site by simply adding a link. But remember, if not tailored, prospects will quickly be turned off by your impersonal effort. The new capabilities of smartphones, including email and Internet access, offer a great channel to communicate with your target.

Mobile communication can be very powerful if used properly. Like email, it works better once you have a relationship with a prospect. Mobile marketing is very effective when used to quickly communicate something relevant, like telling your customer that a parcel will arrive for them tomorrow.

A few months ago I received an email in which the subject line read, "German Sacristan, Marketing Gold Medalist." I do not recommend using a target's first and last name when you personalize. If you were meeting face-to-face you would not say, "Hi, German Sacristan." You'd either say, "Hi, German," or "Hi, Mr. Sacristan." "Marketing Gold Medalist" doesn't do it for me either. You wouldn't say "Hey marketing gold medalist" if you were face-to-face, and what is a marketing gold medalist anyway? It really doesn't tell me anything interesting or helpful and it does not set the tone that there is something relevant or interesting in the email.

Postal Mail

Regular postal mail is seen as a non-digital channel till we add the flexibility of digital print to personalize and the interactivity of QR codes to send customers online. Postal mail may be most effective in certain scenarios—especially for initial contact with prospects. In this case, where you are marketing to people who are not acquainted with you and likely wouldn't open or even see your email, printing and sending by the regular post may be a better vehicle. People don't have two

mailboxes in their homes, one for spam and the other for relevant mail. Postmen around the world do not scan and sort mail before delivery to eliminate the junkmail. Most importantly, people don't receive hundreds of letters in their regular mailboxes every day like they do in their email inboxes. As a marketer, that means you have less competition with a traditional mailbox than with an email inbox.

When people open postal mail, they are often more relaxed. They have often just arrived home and like to sit down and go through it slowly. Most importantly, everyone expects and accepts the fact that there will be some promotional material in their mailboxes. This doesn't mean people will welcome an irrelevant solicitation, or that they will act upon any recommendation that comes through the postal service. It is still up to you to effectively use imagination, creativity, and personalization to surprise and capture the attention of your recipients in a less competitive arena.

A home address also provides more relevant marketing information than an email address. The geographic location gives you demographic information about your target that can be used to increase the relevance of your communication. Also, people generally change their email address and phone number more often than they change homes. Therefore, a postal database is more reliable than an email or phone database.

With a postal message, you can also attach a promotional gift. With email, you are limited to one subject line to convince someone to open your mail; you can't add images and colors, so your creativity is limited to words. They say that an image is worth a thousand words, but when it comes email, the right word is often worth a thousand images. Using postal mail, you can add more creativity through images and colors in print. Recipients can touch and feel the mail, which offers a tactile sensation and a sense of quality. Postal mail is a direct one-to-one contact, the same as email and mobile, but on the Internet there are literally millions of marketers vying for people's attention.

It is also said that traditional print catalogues bring more customer loyalty than online versions. When your customers have your printed catalogue in their hands, your competition is far away. Online, your

competition is closer, often only a click away. With postal mail, your message is usually seen by more than one person in the household, while email or mobile messages are only seen by the recipient.

It is clear the postal mail is still very relevant in today's marketing environment.

Internet

For store owners, the Internet is a global virtual shop where you can receive visitors from all over the world in a matter of seconds. It is also a place where customers are often offered free consultation services and interaction in real time. It is, without a doubt, a key place to be—the place where many consumers hang out these days. Online stores also benefit from unlimited shelf space while still allowing customers to easily find what they need or want. The cost of running an online store can be considerably less than having a physical shop in a good location.

The Internet helps us track and collect relevant information from visitors to our sites. Give visitors incentives to tell you who they are, and try to track their preferences and behaviors while they are visiting your site. The more relevant information that you have from your visitors, the easier it will be to sell them something.

You will need to drive visitors to your site. One method of doing so is to add an effective search engine optimization (SEO) strategy. There are some basic SEO principles that should be part of every website, yet many miss them:

- Write relevant, interesting content for your target audience. This is the #1 principle, and you will see why below.
- Put the content into good HTML structure, so both people and search engines can read it.
- Include descriptive meta tags on all key pages, in particular the title tag. Include a marketing message in your meta tags to encourage people to click on your search engine listing.
- Add proper tags on all graphics, photographs, videos etc., which describe them and what they contain.

- Use clean, simple navigation to show people and search engines what is on your site.
- Add a site map to help search engines navigate complicated sites.

The good news is that these are not difficult to do, and you can control the content. However, while these steps are important, they have only a limited effect on SEO. A good linking strategy is much more important for good SEO rankings. Links from relevant, trustworthy sites back to your site are essentially recommendations by others, and search engines note the sites that link to you. The more links to you from recognized high-quality websites, the more they increase your ranking as well.

Steps to build a linking strategy for your website include:

- Link to other relevant, interesting sites from your website. This is fairly easy to do and shows that your site provides interesting information for your visitors.
- Get links to your site from other relevant, authoritative external sites. This is much harder to do because you cannot make external sites link to you. They will link back to you only if you have content that they find interesting and valuable.

Many people will hire an expert to help them develop and implement an SEO strategy. While the basic on-site work is relatively straightforward, obtaining external links back to your site is where many SEO companies make promises that they cannot fulfill. They promise to get you a specified number of external links to your site but the quality of the links might not be very good.

Developing a linking program takes time and effort, but it also shows the best results. If you want to rank high, you need to work at getting good sites to link to you by having high-quality, relevant content.

There are other things you can do to publicize your website and encourage others to link back to it. Some ideas are:

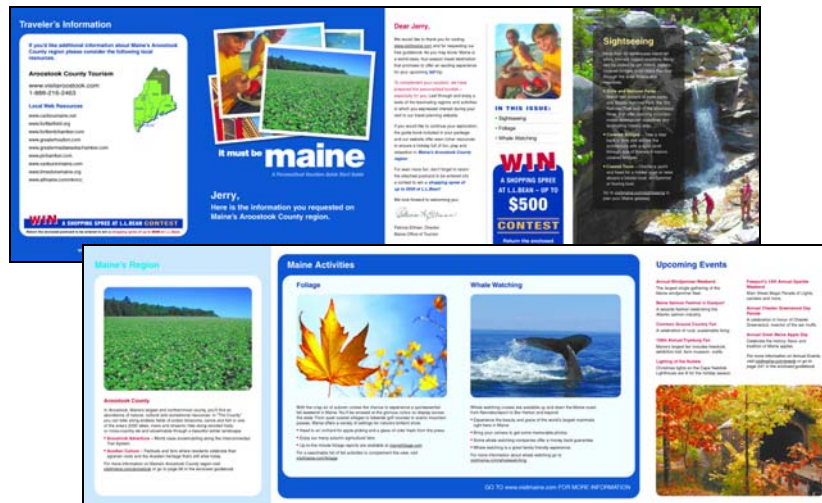
- Start a blog on a relevant topic.
- Participate in other relevant blogs, forums, discussion groups, etc.

- Write and post articles, press releases and white papers.
- Participate in relevant social media.

Although having a good SEO strategy is extremely important, it may not be enough. Don't forget the benefits of some of the other channels mentioned earlier, such as postal mail or email to drive visitors to your place of purchase with relevant direct messages and QR codes or email links.

The bottom line is that it is imperative to have a good strategy to drive visitors to your website, but it is just as critical to create a website that makes it easy for your customers to find what they want and that also provides you with as much information as possible from your visitors.

*The office of tourism in Maine gathers information from their online visitors and follows up with a direct mail piece that includes information relevant to the visitor. This is a very smart combination of Internet and mail marketing.



*"Case study source: <http://www.podi.org/casestudy>, a collection of over 500 successful digital and direct marketing solutions in full color."

Social Media

Social media is relevant today for 3 reasons:

1. You can collect more information more quickly than ever before.
2. You can build more relationships more quickly than ever before.
3. You can interact with more people more quickly than ever before.

A good example of the power of social media can be seen in a video available at <http://www.youtube.com/watch?v=yu4zMvE6FH4>, uploaded by TheOnion on Sep 1, 2009, Facebook, Twitter Revolutionizing How Parents Stalk Their Children.



Social media is about building the right information that will help you be more relevant when communicating with your target. The right information can also help you launch the products and services that the market wants to buy. Social media is also about building the relationships that will generate the trust that makes customers want to buy from you, and it is about interacting and providing value to the different communities in which you participate.

Social media is not about selling products, but encouraging your target to buy from you. There is nothing really new about social media. Many years ago we went to social events to build information and relationships. Today, new technologies simply allow us to do so more often and with more people.

A good rule of thumb for a social media strategy is to ask yourself how you would interact with potential customers face-to-face and apply similar fundamentals.

Social media has become an important part of the marketing mix, and companies are investing in it heavily. As with the other channels mentioned above, you will need a proper strategy to be successful. It

isn't about randomly advertising everywhere, but rather knowing where and how you need to advertise. The main challenges for a marketer are, as always, identifying one's target, capturing their attention, and telling them what they want to hear. The benefit of social media is that you can hang out in different places and observe. Listening to people sharing their thoughts is very powerful for obvious reasons. Knowing what your customers and prospects are thinking is priceless. It will help you identify the ones that you want to talk to and better target them with the amount of information that you have been gathering. You'll also quickly find out what the market wants and needs so you'll be more likely to bring the right products to the market.

When marketing via social media, it is all too easy to contact prospects too quickly, using the same media we use to retrieve their information. This makes what you know about your targets too obvious, and it makes it look like you are just looking for a quick sale. It is always effective to respond quickly and directly to the needs of your target audience, but it's the way that you do it that will make you succeed or fail. Sometimes it's appropriate to wait just a bit to provide relevant information and use other communication channels besides social media to do so. This will make it less obvious that you know what you know and make you seem less aggressive and more helpful.

Word of mouth has always been the strongest channel because you are using someone to promote and sell your products and services to someone they know better and have a better relationships with than you have. It even works well when they promote a product to a person they don't know because a prospect will likely trust another consumer more than they will trust you. Word of mouth works faster than ever before, thanks to social media and the Internet—but be careful because it can be both positive and negative and unsatisfied customers can spread their messages faster than ever before. A clear example happened a while ago when an airline damaged a customer's guitar. The customer made the claim and the airline ignored him completely. He created a very successful video on YouTube (<http://www.youtube.com/watch?v=5YGc4zOgozo>, uploaded by sonsofmaxwell on Jul 6, 2009, United Breaks Guitars) about his negative experience that received more than 12 million hits and he's planning a second and third video. It's possible that by the end of this ordeal the airline could end up getting some positive marketing, but as it stands now it's the negative message that's getting attention.



There are different social media strategies depending on whether you are on a B2B or B2C model. Consumers join a social network looking for discounts and coupons, while companies join to gather valuable information and build relationships.

Being the host of a social network will require a different strategy than being invited or joining one. Consistency is imperative. Once you start, you need to keep going, otherwise people will wonder what happened to you and your business. It is good to start slowly as you learn. Start walking before you run, but be consistent.

Newspapers and Magazines

Marketers can use geo-marketing when advertising on newspapers and magazines thanks to digital print. Publishers can build demographic information about the areas where their newspapers and magazines are being distributed and sold. Then marketers can adapt their offers and pitch to each one of those different demographics, which in turn will help increase the chances of more sales.

For publications that are being delivered to subscribers by postal mail, the recipient's name could be printed on the publication, and it could also be printed on the advertising page to help the advertiser better capture the reader's attention.

Unique numbers can be printed in an advertising page, and prizes can be offered to the person that brings a winning number to the advertiser's store or enters it on their website. This is an effective way to drive consumers to the advertiser's place of purchase. This strategy can also be used to build more information from the readers. In order for the reader to find out if they are the winner, they will have to enter a quick registration where we will build relevant data from that reader.

QR codes and personalized URLs (PURLs) can be linked to a particular demographic or segment and used beyond their ability to drive traffic to an advertiser's place of purchase. They can be used to measure how many people responded, how much product has been sold, who bought what, and who didn't buy at all.

Newspaper and magazine publishers are better equipped than ever to help advertisers sell their products and services. They can offer their customers a more personalized advertising product both on and offline.

Today, people also read newspapers and magazines on the Internet for free, thanks to advertising. But is Internet advertising really that effective? I am not so sure it is yet. Internet readers are very focused on what they are reading, often ignoring everything around it. If they do spot your banner, having a personal message attached can sometimes provoke more rejection. They will likely question what you know about them and how you know it. Just as with social media, you must be very discreet here. Again, a good salesperson possesses knowledge about their target audience without the target audience being aware of it. I am not saying Internet banners are useless—they do build branding—but they are not enough to convince a reader to buy from you now.

A better, complementary approach is to gather reader's information on the Internet and then use additional channels to communicate with them. As we discussed earlier, changing the channel can help make the marketer less obvious and also more effective. Publishers can require readers to subscribe for the first time in exchange for free content. They can collect demographic information that way, including contact information, which advertisers can use to target readers through other channels, such as the postal service and email. In addition to gathering demographic and contact information, this approach could also allow publishers to track the content readers are interested in via an online tracking strategy. This exercise can build reader profiles that can be used by advertisers to be more relevant in their marketing campaigns.

Even though this book is not about TV and radio, I'd like to quickly refer to these two traditional and powerful channels as they have also reinvented themselves. Thanks to the new digital technologies, they can also offer greater value to the advertisers. Now these channels allow

the marketer to segment their offering and message depending on which area they are broadcasting in, increasing their relevance and therefore sales productivity.

Use Multiple Media

The value of individual media is great, but when multiple channels are used to complement one another it is even greater. For example, you can capture the attention of a prospect that does not know you by using a direct mailer. You can use a PURL or QR code on that direct mailer to send them online where you can track them and collect relevant information, which can then be used to follow up with a personalized email or direct mailer. By combining channels, you go from anonymous, generic communication to a message that is personalized and will likely increase your chances of building relationships and selling your products.

In a different scenario, you may have already collected a lot of relevant information from your prospects online and wish to follow up with a direct mailer or an email. QR codes can be printed on a direct mailer and scanned by a smartphone to easily and quickly drive prospects back online and drive specific desired actions.

Another example could be what I have been doing in this book. I have been taking you from a printed channel such as this book to a digital channel such as YouTube to show you videos that reinforce the ideas and tips I am presenting.

Example 3: Lexus United States

Lexus, wanted to create market awareness of the new Lexus 2010 RX sport utility vehicle and its customizable features. As part of its advertising strategy a six-issue custom magazine was developed, in cooperation with Time, Inc. and The Ace Group.

Lexus wanted to develop the branding message that the new Lexus 2010 RX is "Driver Inspired" and "Customizable." By experiencing the custom magazine and its personalized ads, subscribers would understand that the Lexus 2010 RX is as customizable as the magazine carrying its ads.

Lexus worked with its partners to develop the Mine magazine and test the viability of custom magazines as a viable advertising channel. To drive subscriptions for Mine, advertisements were run in nine Time, Inc. magazines including Food & Wine, Travel + Leisure, All You, InStyle and Money. The ads directed readers to a website where they could sign up. Subscriptions to either the print or digital versions of the magazine were open to anyone over 18 years old, residing in the United States. Subscribers were able to choose five out of eight Time, Inc. publications from which they would like to have articles included in their personal Mine magazine. While completing their registration, subscribers had to fill in their personal information and were asked to answer four quick questions that would be used to help personalize the Lexus RX ads.

In each issue of Mine there are four Lexus ads, a Table of Contents page and five 6-page segments for each of the magazines chosen by the subscriber for a total of 36 pages. The Lexus ads were personalized with the subscriber's name, home town, geographic region, state, radio preference, and more.



ISSUE NO. 4 2009

in this issue

TRAVEL + LEISURE	5	Experience la dolce vita in northern Italy; from hiking trails to long stretches of beach, Costa Rica caters to everyone.
TIME	11	How to prepare for a pandemic; Mad Money host Jim Cramer talks stocks, the recession and Jon Stewart.
InStyle	17	Tips and trends to get you looking gorgeous this summer; feel refreshed with the perfect iced coffee from your own kitchen.
Money	23	Global opportunities and risks for investors; cost-cutting gadgets; explaining the price of your smartphone.
GOLF	29	Rory McIlroy shows you his classic, yet unique, swing; Titleist upgrades two benchmark balls; how to gain 20 yards.

Inspiring you every day through the magazine, we want to give you more. This year will become another to just have because there's more than just the cover. There's content. There's stories. There's inspiration. There's what you need and want to know. There's what you need to know. There's what you need to know.

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When redesigning the all-new 2010 RX, we were thinking of a certain person living in Wayne who enjoys listening to public radio in the car and who goes by the name of Val DiGiacinto.

An available Navigation System with up-to-the-minute weather forecasts is almost a necessity when you live in New Jersey where a nor'easter can really bring everything to a standstill.

The RX offers a voice-command system that has the capability to understand exactly how you speak, even if you need directions from Ho-Ho-Kus to Succasunna.

THE RX HAS VAL DIGIACINTO'S NAME WRITTEN ALL OVER IT.

"Case study source: <http://www.podi.org/casestudy>, a collection of over 500 successful digital and direct marketing solutions in full color."

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. Marketing evolution started with face-to-face and one-to-one personal contact and has grown to one-to-many as technologies improved their reach and effectiveness. Not only do digital media reach many today, but these media can also reach them in a more personal way.

The media is the vehicle that you use to communicate with your target, but it and can never be the strategy itself. To get the biggest benefit, you must use media in the right context. Many new media channels have been launched into the marketplace very quickly. All of them are relevant and offer great value, but none of them alone can guarantee success—they must be part of a good marketing plan.

The market in general today—specifically some marketers and most media service providers—is obsessed with the new digital channels. Internet that includes social media, e-mail, mobile, and QR codes are among the most popular ones. Often marketers and media service providers invest a great deal of time and effort trying to

determine the best channel to communicate. While all of these channels have a purpose, they each come with their own set of strengths and weaknesses. For every reason you give me why one channel is better than the other, I can give you a reason as to why the opposite is true.

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. Too often we rely on technology to do everything for us. In some cases this works, but not in marketing. While technologies help us execute the old concepts and basics of marketing communication in a very difficult, saturated, and competitive marketplace, they can't create an effective campaign without the ideas, creativity, and planning of an experience marketer and designer.

All technologies copy a person, making them more productive and efficient. Media and marketing related technologies alone cannot guarantee success because they lack the human element of the salesperson they're trying to replicate. There are two simple reasons why it is harder to copy a salesperson than someone such as bank teller, airport ticketing agent, or even a warehouse worker. The first is that salespeople are very unpredictable and can quickly shift gears based on what is happening in the sales process, and the second is that good salespeople are imaginative and have a sort of sixth sense, or intuition, that is impossible for technology to mimic.

Bank tellers, airport ticketing agents or warehouse workers are predictable in their work process, and in most cases don't require intuition to be successful. Their jobs follow a more mechanical process. Therefore, positive results are guaranteed as long as they follow the right process. Salespeople will increase their chances of success if they follow the right process, but they can't guarantee success because there are always factors that are out of their control. A forklift that copies a warehouse worker, an ATM that copies a bank teller, or an airport ticketing machine that copies an agent can guarantee success as long as the technology itself functions properly.

Conversely, in marketing, having the right technology is not enough—in order for you to increase your chances of success you will always need a good salesperson or marketer behind such technology.

New media aren't magic. Although new media tools are marketed as if it can sell your products by themselves, simply being on the Internet and having a social media presence and/or an email campaign doesn't guarantee you'll sell anything. People often tell me they want to do an email campaign without having any sort of strategy in mind. A strategy is key—choosing a communication channel before we know where we are going and what we will be carrying is like putting the cart before the horse. Using a technology or channel as the starting point of your strategy is fundamentally wrong and will only increase your chances of failure.

Marketers don't have magic powers either. Even the best marketers in the world can't guarantee what kind of response rate they'll get prior to launching a campaign, nor can they guarantee any numbers on closing rates. Yet, even though there aren't guarantees, a proper methodical process and the right ingredients will increase your chances of a better return on marketing investment (ROMI). Without the proper methodology that helps you build the right strategy, you're just relying on luck.

The strategy relates to what you need to say, to whom, when, and how you need to say it. The channel, together with creativity and sensitivity, is part of the how.

The creativity and sensitivity used in your marketing piece should also influence the channels you use. It's only when we ask ourselves those "who," "what," "when," and "how" questions that we'll be able to choose the right channels. You might need to use multiple channels within a single campaign if you have to say different things to the same person at different times.

Never choose the channels based on which seems the newest and most exciting, or the one that costs less. The lowest-cost channel may end up costing you the most in the long run if it's not right for your campaign.

For example, just recently someone told me he wanted to implement QR codes (also referred to as quick-response codes and 2D barcodes), but when we discussed his goals and challenges, it became apparent that QR codes weren't the best vehicle he could utilize. He had plenty of traffic to his website. The problem was that he wasn't closing enough visitors, and implementing QR codes wasn't likely to change that. The value of QR codes will be discussed in more detail later on in the book.

I see campaigns that I know will fail before they even launch—and it's not because I own a crystal ball, but because they're missing the strategy and, therefore, the basics and fundamentals of marketing communication and selling.

Example 4: Move.com

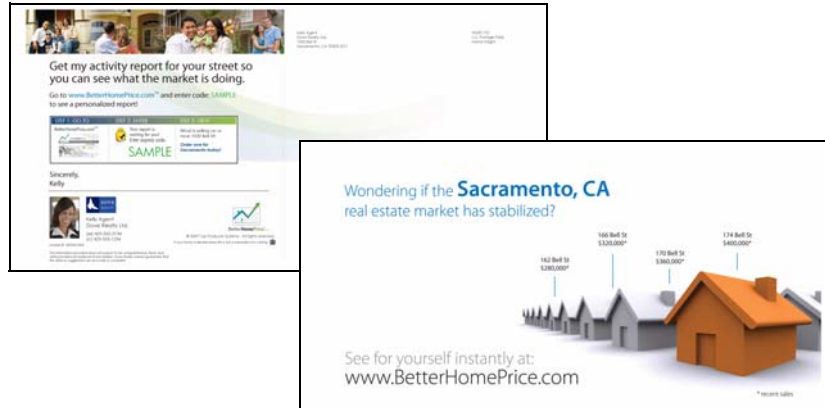
Move, Inc. is a leader in online real estate with 9.3 million monthly visitors to its online network of websites. Move, Inc. operates: Move.com®, a leading destination for information on new homes and rental listings. Move has local and national advertising relationships with more than 400,000 real estate professionals as well as consumer advertisers.

Move wanted to provide their affiliate agents with the ability to easily create and send highly personalized direct mail postcards to prospects within defined geographical neighborhoods. Move worked with QuantumDigital to build the Top Producer® Market Builder solution to meet the following goals:

- Create an automated lead generation program to build and manage agent prospecting in targeted areas.
- Drive prospects online and generate more listing business for real estate agents in defined geographical neighborhoods.
- Offer agents a variety of proven creative designs and personalized messages to drive traffic to web landing pages.
- Provide full automation for print fulfillment and order processing.

Many real estate agents rely on a process called 'farming' to build a presence within a new area and to find prospects (home buyers/sellers, listing opportunities). A majority of farming efforts include sending direct mail to targets within an area or specific neighborhood. The challenge in finding prospects via this method is that, often, the space is highly competitive—with more than one agent and brokerage trying to reach the same targets using that same method.

To distinguish an agent's direct mail postcards from the masses, Market Builder offers unique and personalized information printed on each card. Additionally, each postcard presents a unique passcode to the recipient. With the passcode, recipients can go online to a personalized landing page to access a free real estate market activity report for their area.



Each agent subscribing to the Market Builder service has approximately 30 postcards delivered each week to a portion of their selected list. During the course of the year, everyone on the agent's farming list will receive a postcard every four months. When a prospect visits their personalized landing page their name is removed from the farming list. To maintain the volume of the agent's mailings, additional names are automatically added to the mailing list from the agent's selected farming area.



With the personalized landing page, the agent is able to collect more information about the prospect, such as phone number and email address, to use for follow-up communications. An email is automatically sent to the agent when a prospect completes a visit to the personalized landing page.

"Case study source: <http://www.podi.org/casestudy>, a collection of over 500 successful digital and direct marketing solutions in full color."

Tip

9

Set Goals and Key Performance Indicators, and Use Resources Effectively

Example 9: Kodak Spain

Here is an example where Kodak partnered with Estudios Durero to create a campaign that invested more time and marketing budget with fewer companies in order to better capture their attention and show them value. This is also a good example of using multiple channels—some new, some old—with great success.

Kodak wanted target prospects for a digital printing press it was displaying at a graphic arts show in Barcelona, Spain. To make their prospects feel valued and special and to capture their attention, the company invested in a nice gift box. Prospects were asked about how they were going to get to the show and about their favorite city in Spain. Fifty percent of the prospects responded to the first mailer.



A second mailer was sent out to those prospects that had responded with personalized images related to the mode of transportation they'd indicated that they would use to come to the show. Images of roads, train stations, and airports were personalized with the prospect's name. It also contained an image of their favorite city in Spain with a message that they could win an all-expenses-paid trip to that city if they attended the Kodak event taking place at the graphic arts show.



Now that they had a commitment from the prospects, in order to keep the momentum going, a personalized email was sent out informing prospects of convenient days to visit Kodak's event, which included an agenda and the food menu for the event.

¡Germán,
te esperamos!

**Reunión de negocios
con Kodak**

Lugar: Hotel Prestige Congresos
Barcelona

Fecha: 20 de febrero
Hora: de 14h a 16h

Agenda:

13:30/14:00 **Bienvenida**
Finger Buffet

14:00/14:30 **Introducción Kodak**
David Litvak
Director general.

14:30/15:30 **Cómo aumentar
márgenes de beneficio**
Germán Sacristán
Responsable de desarrollo de negocio
para Europa.
Retos, soluciones y oportunidades.
Mensajes de marketing.
El generador de demanda de
comunicación.
Cambios, crecimiento y ayuda.

15:30/16:00 **Cómo reducir costes**
Raúl Somolinos
Consultor de soluciones digitales.
Kodak Unified Workflow

FINGER BUFFET

Mini quiches salados.
Pan de chagata con jamón ibérico.
Guacamole con nachos.
Cucharta de mango y queso fresco.
Pincho de pulpo a la gallega.
Surfido de quesos.
Salmon marinado.
Tempura de verduras.
Tostaditas de brandada de bacalao.
Brocheta de butifera con manzana.
Cajuelita de croquetas.
Cajones a la romana.
Tacos de tortilla de patatas.
Bocaditos de solomillo a la mostaza.
Gambas only.
Mojitos a la vinagreta.
Tostada de sobrasada y bris.
Jamón canario.
Albóndigas con sepia.
Macedonia natural.
Surfido de pastelería.
Brownies de chocolate.
Aguas, refrescos y cervezas.
Vino blanco Masla de Penafada.
Cava Castillo de Prolada brut nature.
Café.

Av de la Gran Via

Hotel Prestige

Hotel

Kodak

greenmap 2007
Reservado por
Kodak España S.L.
Kodak España S.L. - Blvd. Oliba

Finally, an SMS message was sent out to the prospect two hours before the Kodak event reminding them to come.



Not only did Kodak have a 50% response rate, they didn't lose one prospect along the way. Everyone that responded that they would attend did so.

"Case study source: <http://www.podi.org/casestudy>, a collection of over 500 successful digital and direct marketing solutions in full color."

Tip

14

Use the Right Ingredients

Strategy

Take the time to develop a good plan for your campaign. Follow the methodical process of profiling, populating, engaging, measuring, and analyzing discussed in the previous tips in order to reduce the risks of failure. Again, there are no crystal balls or magic wands in marketing. No one can guarantee response and/or closing rates before they launch a campaign, but when you follow the right methodology and build the right strategy you increase your chances tremendously.

Information and Knowledge

It is easier to sell something to someone you know than to someone you don't—it's as simple as that! Creating customer profiles, as previously discussed, will allow you to know precisely to whom you are selling.

My wife tells me that I am always successfully selling her things and, in a way, she doesn't like it. The reason why I manage to sell her things (ideas, etc.) is because I have good information about her, often using it correctly and always stressing the value to her naturally, without

coming off too pushy. This dialogue needs to be at a relationship level and never at a sales level. If she perceives that I am trying to sell her something, I won't be successful. This also applies in business.

There are some general concerns from marketers about data-protection laws. In the past, consumers protected themselves by not sharing their information with marketers and salespeople. Today, because it is easier to gather information surreptitiously, legislation regulates the gathering and usages of customers' and prospects' information. The strategy to deal with either scenario, however, is the same. If you provide value to your target audience that goes far beyond the value of your product, they will often willingly give you permission to use their data, and even expect that you'll do so.

In all my time in sales I never had a customer that was happy with the value that I provided them tell me that I shouldn't know or use information that they in fact provided me. Of course, when I talk to my customers face-to-face I always used information carefully and respectfully.

**"Knowing something about your customer is just as important as knowing everything about your product."
—Harvey Mackayokok**

*The office of tourism of Bermuda developed a radio commercial about Bermuda that included an incentive for listeners to call a toll-free number. When listeners called, they were asked some relevant questions, and a personalized brochure was mailed out to the caller based on that information. Bermuda tourism has reduced its mailing costs from their original method of sending out generic catalogues that weighed more, and they increased effectiveness, resulting in more visitors coming to Bermuda.



*"Case study source: <http://www.podi.org/casestudy>, a collection of over 500 successful digital and direct marketing solutions in full color."

Sensitivity

Having the right information is imperative and will greatly increase your chances of getting a better ROMI. Unfortunately, it will not be enough. I have known bad salespeople that were bad not because they did not have relevant information about their target audience, but because they didn't have the sensitivity to use it properly. A good salesperson does not let on what they know about you, and instead uses that information subtly to convince you to buy from them.

The best direct marketers are often the ones that have previous experience selling face-to-face, because they know how to use personalization and understand the importance of using it properly. Basic things like how to call someone will make your message more or less relevant. How should you call someone? Should you call me by my

first name or by my last name? Or should you call me Mr. German Sacristan? What if my name was Richard? Do you call me Rich, Rick or Richard? I can tell you that I get tuned off just by the way some people call me, ignoring them completely even if they had something relevant to say to me. Sometimes it is more sensitive not to call someone by name even though you are personalizing. Your decision will be based on the information and relationship that you have with that person, the product or service that you sell, what you are trying to tell them and how, including the channel that you will use to communicate. It is not easy, which is why people with face-to-face selling experience are most likely to make better decisions, not only on how to call people, but also on what to say.

Anything communicated in writing either via print, email, or mobile could be very powerful. Just bear in mind this works both ways so be careful with what you write.

**"Words, when they are printed, have a life of their own."
—Carol Burnett**

Customization

Customization or personalization has always been the marketer's intention. They've always tried to make their message as relevant and customized as possible to their target audience. When consumers were similar and buying criteria was less diverse, it was easier for them to be relevant to many people with a single message. Today, people are increasingly diverse and buy from you for many different reasons, so in order to tell them what they want to hear you need to adapt your message, creativity, and even the communication channel to fit the person to whom you are talking.

Imagination and Creativity

Creativity is not only related to design, but also to imagination.

**"Imagination is more important than knowledge. For knowledge is limited to all we know and understand, while imagination embraces the entire world, and all there will ever be to know and understand."
—Albert Einstein**

Being creative and imaginative can help you differentiate and separate your promotional piece from others. It will not only help capture the attention of your target, but may also convince them that they should buy from you. You can have relevant information and great sensitivity, but if you do not have enough imagination and creativity to capture the attention of your target and make your pitch very interesting, you will likely fail.

Time

Campaigns often fail due to the small details. We often rush through the process and strategy or even worse ignore it in order to launch the campaign as quickly as possible. We're obsessed with speed and think that the quicker we launch, the better. However, it is far better to take a little longer and do an outstanding job from a strategic and execution perspective than doing something quick that isn't good enough to capture the attention of your target and convince them that they have to buy from you.

Trust and Interaction

More than ever before, you need the trust of your customer to sell them your products or services. Gathering information from your target audience and using it properly can help you build relationships and, therefore, trust. If you already have that trust, you can use it to further build your profile of information on your target. Either way, you need to continually interact with potential buyers in order to keep information relevant and updated and keep trust intact.

Teasing, Intrigue, Humor, and Fun

All of these, when used correctly, help capture people's attention. They also help you stay in the minds of potential buyers longer. When used properly, these tactics can increase sales through word of mouth, as they create a positive perception about you and what you are selling.

Games

Games can be a compelling interactive tool with which to draw potential buyers closer to you and help you gain word-of-mouth sales. They can also be used to build information about your target. An example could be to add a lottery number on the product that you are promoting. Then encourage potential buyers to go to your place of purchase to find out if they won the prize or not. In the process, you could ask them to subscribe to see if they have won. This way, you not only drive more traffic of potential buyers to your place of purchase, but you build information.

Gifts and Incentives

Free gifts or incentives are powerful tools that encourage buyers to take action. They are often used to close a sale, but can also be used to build the information you need on your target audience. This information will increase your likelihood of making a sale. You can also use that information to better explain the value of what you sell and, in turn, increase sales, customer satisfaction, and loyalty rates.

Clarity

Use clear, simple language to reduce confusion and misunderstanding. If your message is not quickly clear, potential buyers will likely lose interest and go somewhere else.

Recommendations and Testimonials

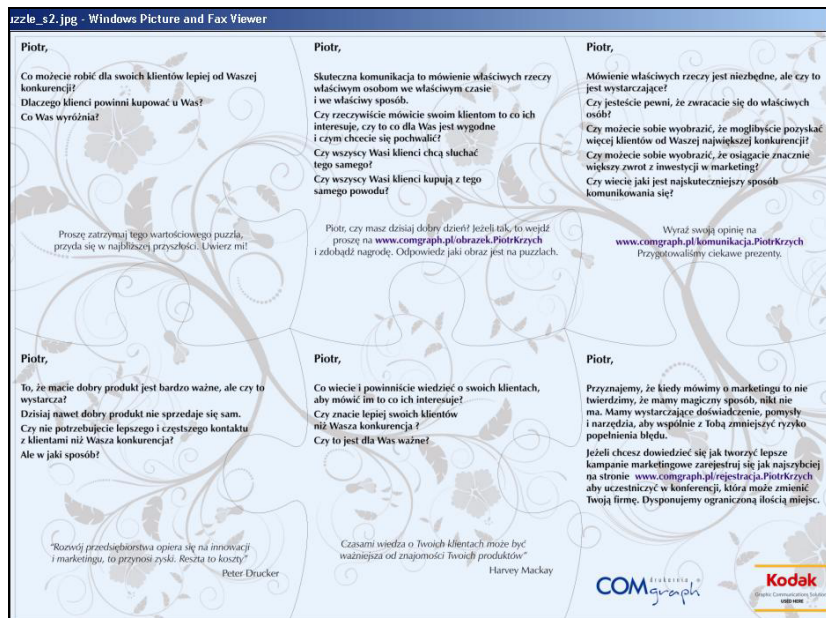
People rely on recommendations from others like them. People are often unsure about a product until they see someone else buying it or hear of someone else's satisfaction with it. Happy customers are your most powerful and effective sales force.

Consistency and Persistence

Keep a consistent message across all channels, and don't give up! You might need multiple contacts to convince someone to buy from you. Sale cycles are driven by what you sell, where you sell it, and how you sell it. New technologies are an important part of how to sell it and will help you contact more people in a shorter period of time, but they will

not reduce the number of visits that you have to execute to make a sale. It will take X number of visits on average for a good salesperson to sell your product face-to-face, so why do you think that you can do it with only one visit? Persistence is everything. If you have sales experience, you probably have had a customer or two that you were just about to give up on. Then you decided to give it one more shot, and that's when you made the sale. It is very important not to give up on the right customers and prospects, but you also must be careful not to waste time with the wrong ones.

COMgraph, in Poland, needed to communicate to their target audience more than once in order to generate the desired action. To do so, they sent out one piece of this puzzle every four days. On the front of each piece was a part of the larger puzzle image, while on the back each time was a new reason for their target to act. You often must reach out to your audience more than once, and this was a creative way of doing so.





Proper Channels

Use the channels your customers prefer and the ones that fit your strategy best, not just the ones that are the easiest or have the lowest cost. Something that costs less can, in the end, be more expensive if it fails to do what it was supposed to. Cheap or expensive is not measured by the cost but by the ROMI. As we discussed earlier, don't begin your strategy with the channel, or you will limit yourself and increase the risks of failure. The channel is part of the strategy, not the strategy itself. Look past the excitement of the new media channels and stick to your strategy, even if that means using some of the tried-and-true channels such as postal mail, telemarketing, etc., as they all have their place. You need to know where you are going and what are you carrying in order to choose the right channel.

In the end, the best channel to communicate through is not the Internet, TV, or radio; it is word of mouth, because then you're using people with better information and relationships than you have to sell your products.

Testing

Why aren't you checking with the expert before you launch a campaign? As a marketer, you are not the expert, the consumer is. The consumer tells us if we are right or wrong. Digital technologies allow you to constantly and inexpensively test with some experts (buyers) before you actually commit to your big campaign. You can test your campaign with a small representation of your target audience to learn how they react to it. Then apply the proper adjustments before you launch your big campaign. This exercise will reduce your risk of failure.

Money

It is not free to capture the attention of your target, nor is it free to be relevant. The key is not only knowing how much money to invest, but also how to invest it. Remember, it isn't about trying to contact everyone, but rather trying to contact the right ones. It is about investing your marketing money with the right potential buyers and the ones you can afford to contact.

Often, we don't have enough marketing budget to contact everyone we'd like to. In those cases, it's more effective to correctly contact a few than incorrectly contact everyone. The key is determining how much you have to invest per potential buyer while still having a real chance at selling them. Divide your marketing budget by that number, and you will get the number of potential buyers that you can afford to contact at this particular time.

Marketing and Sales Integration

Marketing will make salespeople more productive and vice versa, but, unfortunately, marketing and salespeople often do not work closely enough together. Companies with marketing and sales reps and big enough budgets often invest in a CRM system in order to have a common working platform.

Both sales and marketing should feed information into the system to increase sales productivity. If salespeople don't feed information into the CRM system, marketing will not have the opportunity to create better, more effective campaigns that could generate more leads. Many salespeople don't see enough value in the CRM system to

sacrifice selling time in order to feed information into it. A proper in-house education and incentive program should be put in place to increase usage because all will benefit in the end.

Measuring and Analysis

After a marketing campaign, make sure you know what happened, why it happened, and how it happened so you will have a chance to do better next time. Measurement and analysis will increase your chances of success on your next campaign.

Fearlessness and Courage

**"What would you attempt to do if you knew you could not fail?"
—Dr. Robert Schuller**

Your strategy will not likely be perfect the first time so don't give up. Fear can cause you to give up and can also stop you from taking chances and doing the right things. The methodical campaign process discussed in this book will guide you in making the right decisions, while also showing you the potential ROMI on those decisions, which will, in the end, help you overcome the fear.

Partners

You will likely not have all the ingredients to make a successful campaign yourself, so make sure you find the right partners that can help you. As marketers, we never know everything we need to know, as there is a holistic aspect of marketing related to the imagination and sensitivity that goes beyond knowledge. The interaction with partners should never become a competition about knowledge. Find the right partners that make the campaign team more experienced, functional, and effective. My best campaigns have always involved collaboration with other people. It is all about teamwork, and the right people can create the right chemistry that makes the team better. You can create something as a team that could not have been created with just one person. This video reinforces partnerships.

<http://www.youtube.com/watch?v=eNwMut3-z1Y&feature=relmfu>, uploaded by TheCognitiveMedia on Sep 21, 2010, Steven Johnson
—Where Good Ideas Come From



My father taught me the best lesson about building a strong partnership with a critical supplier. His current business is about selling promotional items to brands. All these items have to be screen-printed with a brand logo, customer contact information, and sometimes even a marketing pitch. My father has partnered with best screen printer in Spain to do that job. The problem is that his competitors also use the same supplier. Quality and turnaround are critical for so my father pays more to the screen printer when he can afford to without the screen printer asking him to do so. Think about this for a second. You are the screen printer and give your quote to a customer. Then the customer asks you to increase the price 20%. I have seen that screen printer working day and night for my father doing whatever it takes to get the job done. This is what a real partnership is all about—helping each other.

"It is amazing what you can accomplish if you don't care who gets the credit."
—Harry S. Truman

Summary

All these ingredients are imperative to reduce the risks of failure, but one of the most critical things when working with direct marketing is to understand that you are copying a salesperson. The majority of campaigns that fail do so because they forget that. If you wouldn't say something to your prospects face-to-face, why would you put it in print or email? If in face-to-face sales you need to talk with your prospects a certain number of times, why would that number change if when you use marketing tools such as email or post? Always remember that most concepts that apply to your salespeople will likely apply to your

marketing efforts. So before you start a campaign, you should ask yourself how you would sell your product face-to-face and apply similar fundamentals.

**"Advertising is what you do when you can't be there face to face."
—Fairfax Cone**

Example 14: One-to-One Mexico

A creative agency in Mexico called One to One together with Kodak planned a direct marketing campaign in Mexico City to invite marketers to a seminar. The marketing seminar was about sharing relevant ideas and strategies that could help a marketer improve their ROI.

First a teaser mailer was sent out. The mailer opened up into a cardboard picture frame with some relevant messages on it. The tone of the campaign was around picture frames as there was an incentive to win a digital picture frame. Some recipients utilized the cardboard frame to display some family photos at their working desk.



A second mailer was sent out simulating the control remote of the digital picture frame that they could win. Some relevant messages were also displayed on the control remote.



The third mailer was sent out as an empty box simulating the box of the digital picture frame that they could win. In addition, relevant messages were shown, including a URL to send recipients to a registration page where they could learn more about the seminar as well as to register.



After that, an email campaign of two touches was sent out followed by telemarketing. The campaign delivered 21% response rate. Furthermore, at the end of the seminar One to One delivered a personal envelope message to all the attendees while still there. A plastic butterfly flew up in the air when attendees opened their envelopes. How about that for great creativity!

STEVE,

La trascendencia de
tu marca
está en tus manos...

Nosotros te damos el impulso.

¡Elévate!

ONE TO ONE
Solutions Mexico



About the Author



German Sacristan offers a wealth of international sales, marketing, and business development experience. His proven ability to grow market share from 26% to 80% has led to successfully launching direct marketing campaigns and achieving double-digit response rates in the process. He is highly passionate about sales and marketing, and developed them naturally at an early age while doing TV commercials and helping customers at his family's businesses. He values the basics and fundamentals of face-to-face marketing and enjoys using the new technologies and channels to apply those fundamentals in today's marketplace.

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Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000)

Back to the Basics! Can't Media Alone Lay Your Golden Eggs?

Marketers are obsessed with digital media, but media alone can't sell your products or services. It's the vehicle to transport and share your marketing messages, but it won't guarantee success on its own. From a marketing perspective, focusing on the media first is fundamentally wrong and will limit your success.

You won't find any marketing magic wands or crystal balls in this book, but you will find 16 very relevant tips and plenty of real examples that will help you build a powerful marketing communication methodical process to increase your chances of more and better sales.

Yes, the market is different, but the basics and fundamentals of marketing are not. This book will remind you of those basics while teaching you how to use the most relevant digital tools and media to execute them in a changed marketplace. If you forget the basics, not even the best technologies will help you get your return on marketing investment.

BUSINESS & ECONOMICS: MARKETING

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