



Euro Attractions Show

**Marketing 2.0:
New Marketing Strategies
for the Industry**

Euro Attractions Show

**September 30 – October 2, 2008
Munich, Germany**

Presentation material is also available at: www.iaapa.org

Inspiration for
marketing innovation!



MarketingMonday



Contents

The New Marketing Cycle®

Marketing 2.0 turnaround

Marketing 2.0 'scan'

Objectives 2.0

Target Groups 2.0

Product Development 2.0

Branding 2.0

PR & Buzz Marketing 2.0

Cross-media Communication 2.0

Web Presence 2.0

Multi-channel 2.0

Marketing Intelligence 2.0

Distribution 2.0

Sales 2.0

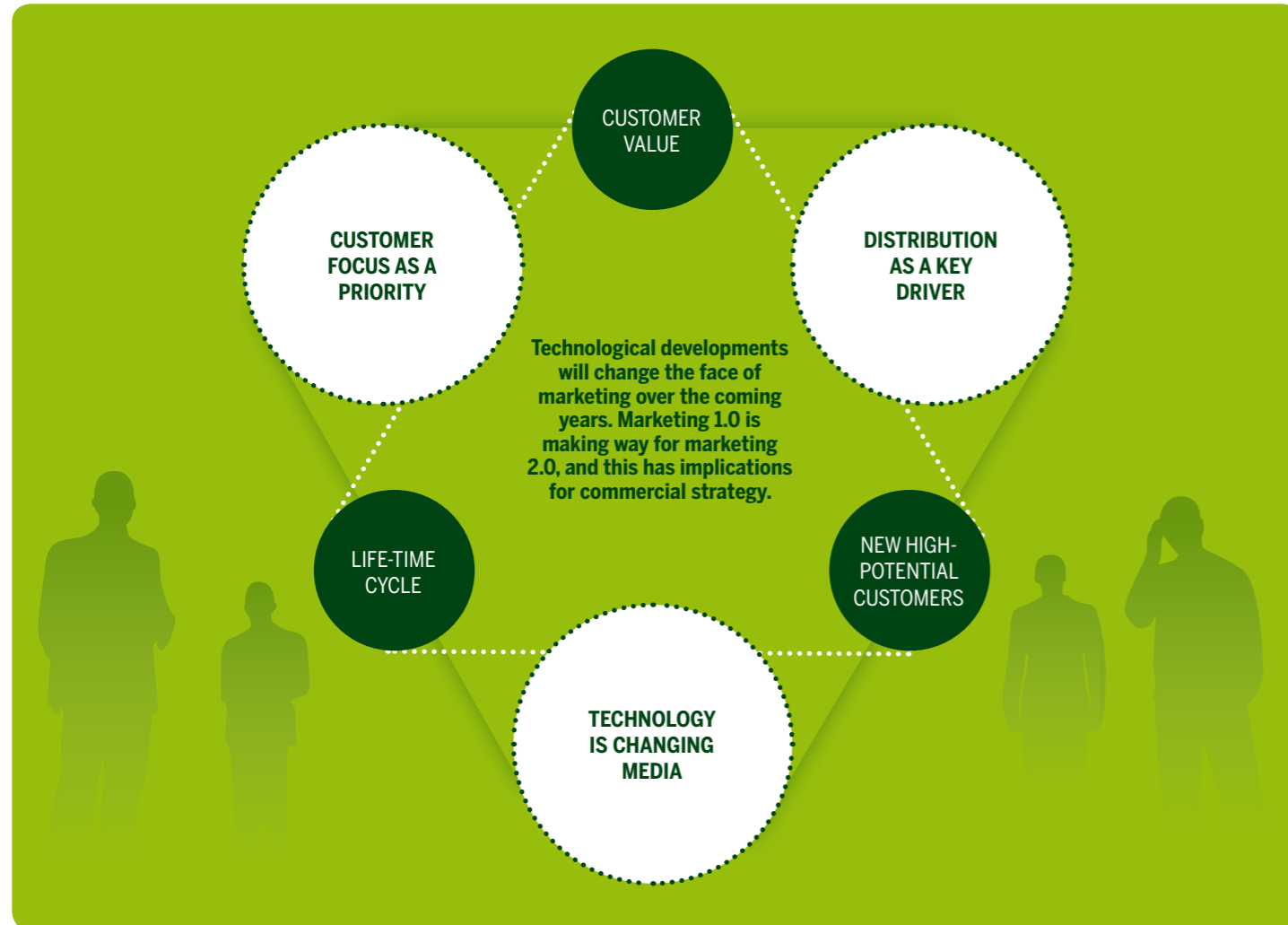
Inspiration for marketing innovation!

MarketingMonday is a marketing firm specialising in innovative corporate commercial strategies. It develops and executes complete marketing strategies, as well as teaching companies how to handle new Marketing 2.0 techniques.

Technological and social developments will change the face of marketing over the coming years. The new marketing is a dynamic and efficient marriage of old and new approaches. Consumer demands are changing with regard to brands, products, marketing communication, distribution and sales. Terms such as "social branding", "co-creation", "cross-media" and "multi-channel" are the new buzzwords.

In order to give companies an insight into the facets of Marketing 2.0, MarketingMonday has developed "The New Marketing Cycle". Drawing on this model and the related book, as well as our knowledge, experience and insights, we introduce companies to the new marketing economy by means of a balanced step-by-step plan. We give our clients' employees an insight into and knowledge of new marketing skills, teaching them how to implement this new marketing approach themselves, and we work with the company to develop the commercial/marketing strategy. We also handle all aspects of the strategy's implementation/execution. In addition, MarketingMonday stages regular seminars and workshops about new marketing (Marketing 2.0). MarketingMonday works for a variety of top-500 enterprises from various sectors.

The New Marketing Cycle[®]



Objectives 2.0

Objectives are the bedrock of ambition. Do you formulate specific targets for brand value, retention or up-/cross- and deep-selling? Or for each communication instrument, communication flow (cross-media), product or product group? For online visits, click stream and enquiry activity, mobile response or viral effect? Properly defined objectives allow for proper monitoring and substantially improve marketing results.

Target Groups 2.0

Have you identified which target groups might be relevant to you? Do you have the right customer insights to perhaps enable you to address new target groups or serve existing groups much more effectively? Today's customers and prospects are more receptive than ever to an intelligent target group approach.

Product Development 2.0

Successful products and services are those which satisfy a clear need. Do you use the right customer insights to develop distinctive target group products? Do you use a co-creation approach to involve your customers in the development of products and services which they will one day purchase from you? Are you brave enough to relinquish a degree of control, in exchange for distinctive products, services and propositions?

Branding 2.0

The consumer is more articulate and fickle, and less loyal. Is your brand distinctive, does it instil confidence, is it highly rated and the brand of choice? Is your brand ready for the new consumer, who demands approachability, transparency, multi-channelling, cross-media and dialogue with your brand before doing business with you?

PR & Buzzmarketing 2.0

The articulate consumer is eager and quick to express his opinions, complaints, experiences and compliments to the company using various media: weblogs, virals, forums and other (often social) media. In no time, a small buzz can have major implications. Do you have this form of communication under control? Are you able to use PR & Buzz Marketing 2.0 as an instrument for managing your brand values and marketing communication?

Cross-media Communication 2.0

Cross-media communication is a peerless tool in the search for products and services. Are your marketing professionals able to create the right mix of offline and online marketing and direct the strategy to good effect? Do you have sufficient knowledge about the content, functioning and organisation of cross-media campaigns? At least 60% of all marketing activities aimed at retention and cross-, up- and deep-selling can be automated, so that your customers and prospects receive their own, individual campaign, based on behavioural triggers. Are you already familiar with event-driven techniques and aware how easily and quickly results can be improved?

Webpresence 2.0

Cross-media campaigns will lead more and more consumers to your website. Is your online presence sufficiently personal, functional and proactive? Are you able to convert visitors online, by means of mini sites, weblog concepts and applications? And are you also able to set up profiles in your database of visitors who leave your site without performing a transaction, so that you can process them later? Has your site offering been personalised? Have you considered using web 2.0 applications as part of your online presentation?

Multichannel 2.0

The consumer uses various channels during the different phases of the sale process (Internet, telephone, print and personal). Is the structure and output of these channels tailored to your customers' needs? Do you have a healthy ratio of income to expenditure for the various channels? Have you considered channel innovation, to cut costs and boost revenues?

Marketing Intelligence 2.0

The consumer uses various channels during the different phases of the sale process (Internet, telephone, print and personal). Is the structure and output of these channels tailored to your customers' needs? Do you have a healthy ratio of income to expenditure for the various channels? Have you considered channel innovation, to cut costs and boost revenues?

Distributie 2.0

Good knowledge of competitors, customer needs, customer value, life-time cycle, prospects and detailed marketing results is crucial. Do you use this knowledge to devise analyses and scenarios which deliver a better result for you, in terms of new, high-potential target groups, lower selling costs, higher conversion and/or more efficient marketing communication and so on?

Sales 2.0

Almost 75% of consumers say that they like to deal with companies who offer self-service. They want to conduct their own (online) business and process transactions undisturbed. Have you tailored your self-service level to the wishes of your target group? What forms of self-service enhance a commercial strategy?

2.0 turnaround

- Making more profit, increasing sales, expanding market share
- Increasing customer value, lengthening customer life cycle, attracting customers
- Focusing squarely on customer needs
- Consumer is smarter and more critical, less readily satisfied, less loyal
- Media behaviour: cross-media and multi-channel
- Detailed objectives = good results
- Basing products and product propositions on co-creation and customer insights
- Brand experience is more important than ever
- Story-telling, social media, viral marketing as a stimulus for brand experience
- Effectively combining new and old media
- Detailed profiles in the database
- Event-driven marketing
- New distribution channels, new target groups, lower selling prices
- Structuring channels to the sale process (information, transaction, service, cross-/up-selling)
- A lean & mean commercial organisation



How is your business going to make more profit, achieve higher sales and substantially increase market share? The process involves many stages. Customer value has to be raised, the customer life cycle lengthened and new customers won. In other words: customers and prospects must be central to everything you do. You must constantly put yourself in your customers' shoes, and understand their needs and wishes.

You have to learn to think in terms of target groups and regularly check your offering against what they want (what's in it for me). Moreover, it is essential to be critical about the end result. Today's customers, be they individuals or business consumers, are smarter, more articulate, more exacting, more price-conscious, more cross-media-savvy, multi-channel and far less loyal than in the past. They are less readily satisfied, have less patience and allow few opportunities to rectify mistakes. This leaves businesses with little choice: they must discard their existing marketing and sales approach and prime their strategy for the new marketing economy.

Are you ready for the new marketing economy?

What do you need? First of all, clear objectives and target groups. You need to know what you want to achieve, and with whom. It's not enough for your products and product propositions to be good: it is vital to involve your customers and prospects in the decision-making process. Then there's the question of how to handle your brand. Your brand needs relevant, distinct and reliable positioning in order to stand head and shoulders above your competitors' brands. Needless to say, you must communicate through the marketing instruments that are most popular among your customers and prospects - not just via direct mail, television or radio, but also via weblogs, MSN messenger, search engines, games, e-mail and the mobile phone. You must also monitor the "blogosphere" and continually track

positive and negative information ("buzz") about your brand and your products or services. These kinds of "social" media also enable you to change tack when necessary.

Are you already communicating directly and personally with your customers?

Ideally, each of your customers or prospects should receive the right offer, at the right time via their preferred media types. Event-driven marketing enables you to send individually-designed campaigns to each customer. And what could be better than your customers themselves keeping important individual information up-to-date in a flexible database, making it easy for you to access valuable profiles. Which channels do your customers and prospects use to get in touch with you. You use television and online marketing to recruit new customers. You inspire them via the Internet. The purchase is then made in the store, and you provide a service via the telephone. The art lies in equipping each channel for the right function, to avoid any customer disappointment.

How do you get your products/services to your customers?

It is also crucial to take a critical look at your distribution strategy. Where does your customer make purchases? Not from you, perhaps, but somewhere he feels comfortable, i.e. over the Internet, or through purchasing consortiums, clubs or other

suppliers of your product. You need marketing intelligence to ensure that you have as much information as possible about competitors, market developments, customer needs and marketing and sales results. You then use this information to develop your forecasting capacity. You are then able to decide wisely, and make adjustments when necessary. Your marketing and sales organisation must be lean & mean, with custom automation and people with the right knowledge, as well as direct steering focused on content, customers and results.

Step into the new marketing economy

Technological and social developments have brought marketing to the cusp of major change. Are new terms such as "social branding", "weblogs", "co-creation", "cross-media" and "multi-channel" already part of your vocabulary? And have you noticed that consumer expectations of your brand, product, marketing communication, distribution and sales are changing? The new marketing is a dynamic and efficient marriage of old and new approaches. Guided by a concise, step-by-step plan, MarketingMonday will lead you into the world of the new marketing economy. Our method is simple and easy to follow. What's more, we tread the path alongside people from your organisation, as it is they who will soon be working with the new approach. We offer knowledge, resources, systems, diligence, assurance and continuity.

Marketing 2.0 'scan'

- **Basis for overhauling your commercial strategy**
- **Insight into success factors of your brand, organisation, products and services**
- **Clarity about internal and external activities for rapid improvement**
- **Overview of the steps involved in optimising your commercial strategy**
- **Information about working method, approach and tools for successful long-term strategy**
- **Scenario development for new marketing approach**



Have you formulated the right objectives, in sufficient detail? Have you identified the right target groups? Are your customers and prospects already involved in the process of developing your products and propositions? Do you know which customers or customer groups constitute the best investment? Have you ascertained the market opportunities and traits of your target groups? Is the brand positioning commensurate with your current and future target groups? Is your branding contemporary? Do you have an effective approach to obtaining more sales from your existing customers (cross- and up-selling)? Do you prevent customers jumping ship? Are you using the right marketing communication instruments? Do you monitor the results of all customers? Do you combine offline and online instruments, and manage these in a sophisticated way? Is your online or "mobile" strategy future-proof? Do you use channels appropriate to the various facets of the selling process?

Do you know which channels or networks could improve your sales even further? Do you have an idea of how to break open new national and international channels and improve existing channels? Is the cross-media information from your customers and prospects recorded in flexible databases? Can you individually approach your customers and prospects? Do you have a daily insight into opinions about your companies? What place does innovation have in your commercial strategy? Do you have a first-rate commercial (marketing & sales) team? Do you have marketing 2.0 knowledge in-house? Is your sales structure working as it should, or could it be organised differently?

We would welcome the opportunity to discuss all of these issues with you. We will then illustrate the steps you need to take in order to be successful in the new marketing economy, and get to work on your marketing 2.0 update.

Objectives 2.0

- **Concrete objectives = better performances**
- **The greater the detail, the better the results**
- **Involve employees in the objective-setting process**
- **Support and incentives are internal success factors**
- **Innovation is the basis for long-term results**

Every end has a beginning. Together, we decide what you want to achieve over the coming years. Achieving success requires focus and goals. Companies with clear and detailed objectives perform better than other companies, because they steer by targets. You can base your goals on: sales, profit, brand value, number of new customers and prospects, return from the database, return from marketing activities, cross- and up-selling, retention, customer satisfaction, brand recognition, the number of innovations or growth in distribution turnover. In concrete terms: you decide on 25% fewer "ship jumpers" and a 100% increase in sales. In even more concrete terms: your

objectives are 30% more sales from existing customers and 5% new customers each month, with a minimum annual turnover of € 200,000. Alternatively, you may decide that, each year, there must be 10 marketing communication tests, at least 5 product innovations and 2 successful introductions. In this phase, it is essential to involve your employees in the objective-setting process. As the objectives set can only be achieved with sufficient support and involvement, the next step in marketing 2.0 cannot be taken until the objectives have been formulated and are supported by your employees



Target Groups 2.0

- **Be critical in your choice of target groups, as this delivers better results**
- **Choose target groups on the basis of profit potential**
- **Focus on direct and indirect target groups**
- **Invest in good research and creativity; this produces surprising choice scenarios**

You know your market and your customers. Based on this, together we decide the target groups with which you intend to achieve your objectives. To do this, you need an insight into the profitability of current customer groups and the potential of new target groups. Armed with that knowledge, you set priorities. Energy, time and money are in short supply, so you need to decide the groups to whom you want to appeal. These are, of course, the direct and indirect target groups who are expected to

deliver the best returns. During this phase, MarketingMonday conducts a critical review of the situation with you. We conduct additional research and study target groups you may not have considered. We also involve the people at your organisation in this process, tapping their existing knowledge and enriching it with our insights. The result is a fact-based, forward-looking target group strategy with new, often surprising choice scenarios.



Product Development 2.0

- **Customers are central to the development and re-development of products and services**
- **The greater the customer's input into a product, the more readily he will make a purchase**
- **Use co-creation; focus squarely on the customer's needs and become more successful**
- **Good products and propositions translate into more customers, fewer "ship jumpers" and greater customer value**

"Good products sell themselves". But what constitutes a good product? A good product is based entirely on the needs of your customers, and tailored as specifically as possible to those needs. These "customer insights" are the key to developing and optimising products and services. Your customer has significant input as regards the content of the products he later purchases from you. This process is known as "co-creation". Using various tried-and-tested techniques, we involve groups of customers and prospects in optimising your current products and developing new products and services. The new Fiat 500, for example, underwent a process whereby, for 500 days, 500 mechanics "fine-tuned" the design online.

Today, the practice of involving customers and prospects in the development of products and efficient services is widespread among companies of all sizes in many different sectors. As a result, these products are perfectly attuned to the needs of those customers. Naturally, we also look at your full range and the product proposition. The product proposition is the full offering received by your customer. Usually, this is a combination of product, supplementary services, guarantees and other extras.

During this phase, we also cast an eye over your competitors. To gain a lasting commercial



advantage, it is important that your product proposition is distinctive and better than your competitor's. Together, we survey the customer insights, competitors' offerings, and market trends. We then plot a continuous product and proposition strategy, geared towards development, optimisation and innovation, so that you can be sure that the products and services you are marketing meet with the approval of your customers and prospects.

Branding 2.0

- **A good brand experience is essential to any successful commercial strategy**
- **The brand experience must be distinctive and trusted, and elevate the brand to “brand of choice” status**
- **The brand must be transparent, accessible, honest and useful and must elicit a response**
- **Use social media to communicate and monitor buzz**
- **Use viral marketing to convey the brand experience to the target groups**
- **Adopt a cross-media and multi-channel approach to communication**
- **Make your brand image strong, as this yields the best results in the long term**

Brands are important. Consumers experience a brand through a combination of statements, facts, associations and events. That experience makes or breaks a product. Many people will have instant associations with brands such as Apple, IKEA, NIKE or MEXX. The art lies in directing that “brand feeling” so that it sits comfortably with the brand’s objectives. First of all, MarketingMonday helps you to formulate or reformulate those brand objectives, starting with “what the brand is now” and working towards “what the new brand wants to be”. Your brand must have a distinctive, brand-of-choice identity. The brand must be highly rated and trusted by customers and prospects. Once the brand objective has been formulated, and the desired brand connotations have been redefined, we handle the process of creative translation. This gives you a clear and demarcated starting point for communication and for forging a relationship with your target groups. Customers, prospects and suppliers must be (or become) proud of your brand and share their positive experiences with others. In this way, you cultivate ambassadors who are highly instrumental in the experience of the brand. The positive influence of this group of “fans of your brand” is a powerful element of your brand strategy. It is also important to identify positive and negative reports (buzz) which can nurture or damage the brand, and

take action when and where necessary. Your brand promotion activities will involve you in social media, which might include using viral tools to stimulate the experience of your brand. For these purposes, it is crucial that the brand is honest, transparent and useful, and elicits responses. The brand broaches dialogue with customers and prospects, preferably in a cross-media approach involving several channels - offline, online and multi-channel. More than ever, your brand’s message will be conveyed to your target group in different capacities and through various channels. We would welcome the opportunity to help you determine your strategy.



PR & Buzzmarketing 2.0

- **Opinions of individual consumers are disseminated at much greater speed**
- **Personal opinions can hold a lot of sway**
- **Opinions are a powerful instrument where brand experience is concerned**
- **Purchase decisions are based on opinions, reviews, ratings and comparisons**
- **PR 2.0 enables you to influence the opinion (buzz) about your brand, company, products and services**

Consumers who are well informed become more articulate. The transparency of the Internet means that companies can have fewer and fewer secrets. Launches and offers are monitored and published – as are any slip-ups. Comparison sites show consumers who the best supplier is and purchasers are eager to share their opinions about products with others. As this large quantity of information is increasingly accessible, it is very easy for it to spread to large numbers of people (the viral effect). Communication-wise, newspapers, magazines and consumer and general news websites pack a considerable combined punch, because they are constantly on the hunt for “juicy” information. The advantages and drawbacks for products and companies are obvious. If a make of telephone that is the preferred choice of many consumers is subjected to a critical mauling, there is a very good chance that those consumers will ultimately buy the phone rated highly by the most respondents. In this way, the experiences of other users play an increasingly influential role in the buying process. For commercial strategy purposes, it is therefore crucial to influence the articulate consumer. The brand and the products must be honest, transparent, relevant, realistic and of benefit to the customer. Any other approach will suffer at the hands of

the so-called “social consumers’ association”, the sum total of the opinions of consumers who respond online. MarketingMonday creates a sound PR & buzz strategy, which is geared towards generating positive reports about your products, services or activities and preventing negative buzz. Each day, we monitor all online reports and, together with you, assess how we can positively influence public opinion.



Cross-media Communication 2.0

- Create new opportunities and combinations using technological developments
- Customers and prospects use traditional and new media in tandem
- Well-managed cross-media marketing communication delivers the best results
- Automatic (event-driven) marketing keeps the costs of recruiting, retaining and up-selling low
- Enriched databases, which can be used in a cross-media and multi-channel approach, are the way ahead
- Innovate your marketing communication strategy: more sales at lower cost

Finding new customers, retaining existing customers and encouraging them to spend more. Who doesn't aspire to that? Companies are looking for new branding opportunities at the lowest possible cost. Old media, such as direct mail and advertisements, are struggling to deliver. The media landscape is changing fast. Technological

developments are creating movement and dynamism. Your customers and prospects use traditional and new media in tandem. They read emails and newsletters, study free local media and direct mail, use search engines, receive text and picture messages, watch television, enter into sales discussions on the telephone, commu-

nicate via MSN, weblogs and communities such as Hyves, play online games, click on banners and watch videos on all kinds of websites. With more than a hundred forms of media through which you can reach your target group, it's no easy task just gearing all these media to the various target groups in a controlled way - let alone effectively and clearly mapping the

results. Nevertheless, it is essential to combine new and old marketing instruments. Above all else, it makes for better results. Furthermore, experience with new media gives a company an attractive and necessary advantage. The most effective marketing approaches are geared towards customer behaviour. Your customer decides

whether or not to make a purchase, requests information, uses the product, complains, shares experiences, talks about it with friends and family, is loyal, and much more besides. You can find out a great deal about this behaviour in advance. Armed with that knowledge, you can automatically track types of behaviour through cross-media mini-campaigns. This event-driven marketing approach delivers better results at lower cost, as it demonstrates that you know what matters to your customers. This makes it a great instrument for cross- and up-selling and retention (winning back "ship jumpers").

Over the coming years, your database of customers and prospects will become an increasingly important and valuable resource, so you must continually enrich the information it contains and record as much individual information about customers and prospects as possible (including preferences, purchases and behaviour). An enriched database enables you to communicate in a very targeted and personal way, while keeping costs low. Marketing-Monday creates an innovative marketing communication strategy tailored specifically to the behaviour of your target groups, including their communication style. In addition, we provide knowledge, innovation, creativity, systems and working methods which enable your employees to independently manage the new communication strategy.

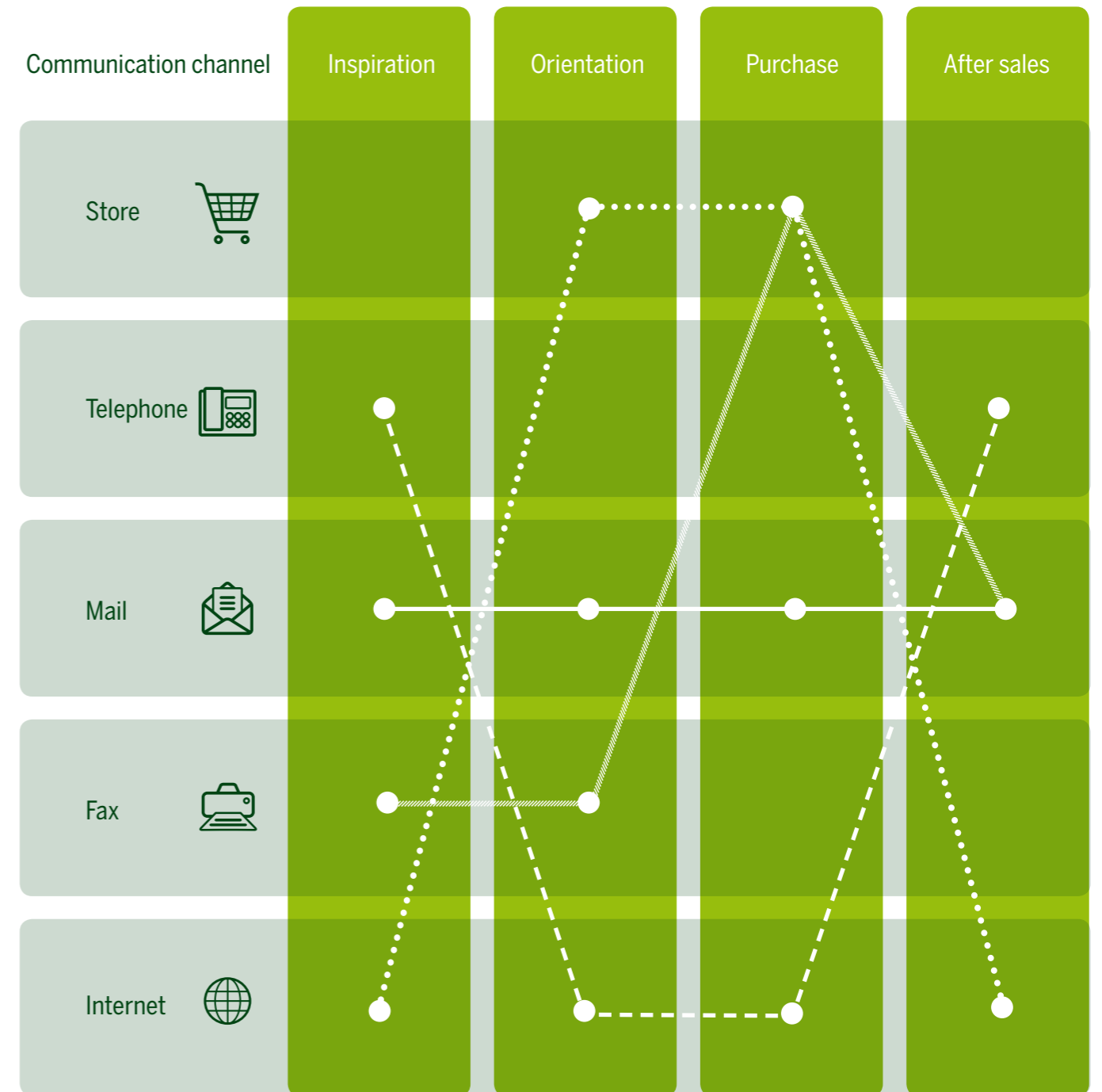


Multichannel 2.0

- Consumers use a number of channels during the sales process
- Design each phase of the sales process correctly
- Avoid any customer disappointment
- Involve the customer in the design of the various channels
- Choose the most efficient channel combination based on marketing intelligence insights

Consumers seldom rely on a single channel during the sales process. They obtain information from the Internet and advice from a store and make a purchase decision online, having checked out a few comparison sites and competitors. The product is then supplied by post and the customer receives further instructions on matters such as installation by telephone or e-mail. The online store is then used to buy accessories. Customers of a mail order company study the catalogue and look for a "window display" on the website. They place an order using an order coupon or online form or by telephone. Returns are sent by post, and complaints made by telephone. Even a middle-of-the-road carpet brand has to contend with channel innovation. Direct customers order over the telephone or website. After an online campaign, interested consumers are incentivised on the carpet brand's website and through a postcode application forwarded to the store, where the final sale is made. Any product complaints are then made directly to the carpet brand, by telephone, and are personally processed by a service department. These examples give an impression of the number of channels simultaneously involved during the sales process. Your business attracts customers, informs and advises

them, successfully completes a transaction and offers support, and you then build on the relationship. To avoid any customer disappointment, it is important that each channel's output lives up to the customer's expectations. It is therefore essential to involve the customer in the creation of the channel strategy. Step by step, you run through the various channels with the customer, ascertaining the key needs in the various phases of the selling process for each channel (printed media, telephone, Internet, personal). What does the customer want? Information, transaction and support? Are there opportunities for cross- and up-selling? The MarketingMonday channel/phase analysis produces a clear recommendation for your new multi-channel strategy. We study the customer's wishes, but also weight up the costs involved in the new approach. For example: the payoff for personal contact is higher revenues; if a voice-response system is used for ordering, the income may be lower. Naturally, we will discuss and design the various channels in consultation with you, enabling you to benefit from the wide experience and extensive knowledge of MarketingMonday's specialists.



Webpresence 2.0

- **Ensure that your online presence is more practical, interactive and focused**
- **Personalise your online presentation; the more personal, the less removed you are**
- **Gear your online presentation to your objectives (branding, transaction or inspiration)**
- **Choose to influence the customers with the right tools at the right time**
- **Use your customers' mobile phones as an "extension" of your online presentation**
- **Develop an approach which identifies visitors to your website before they leave**
- **Choose the site that suits you: min site or weblog, corporate site or videoblog**

Your web presence is more important than ever. The number of commercial and personal web users continues to grow. The way the Internet is used is changing greatly. Internet users are practical. They search long and hard for products, services and functionality, and are very specific in their search criteria. What you present online, and how you do that, is crucial to your commercial strategy. Your website is the place where you win over visitors, where their purchase intentions arise and where transactions take place. As personal selling is impossible online, other methods are needed to motivate prospects and customers at key moments. You can also encourage them online to make an enquiry, view a demo, make a purchase, leave important details and so on. The art lies in imitating the actual power of personal selling, offering the visitor adequate and substantive arguments, tools and content so that they then make a purchase. The better you do this, the more profitable your commercial online strategy will be.

Naturally, MarketingMonday looks first at your objectives. We also analyse the insights of various target groups and, on that basis, decide what input is necessary to entice customers and prospects to bend to your will. And that certainly need not be confined

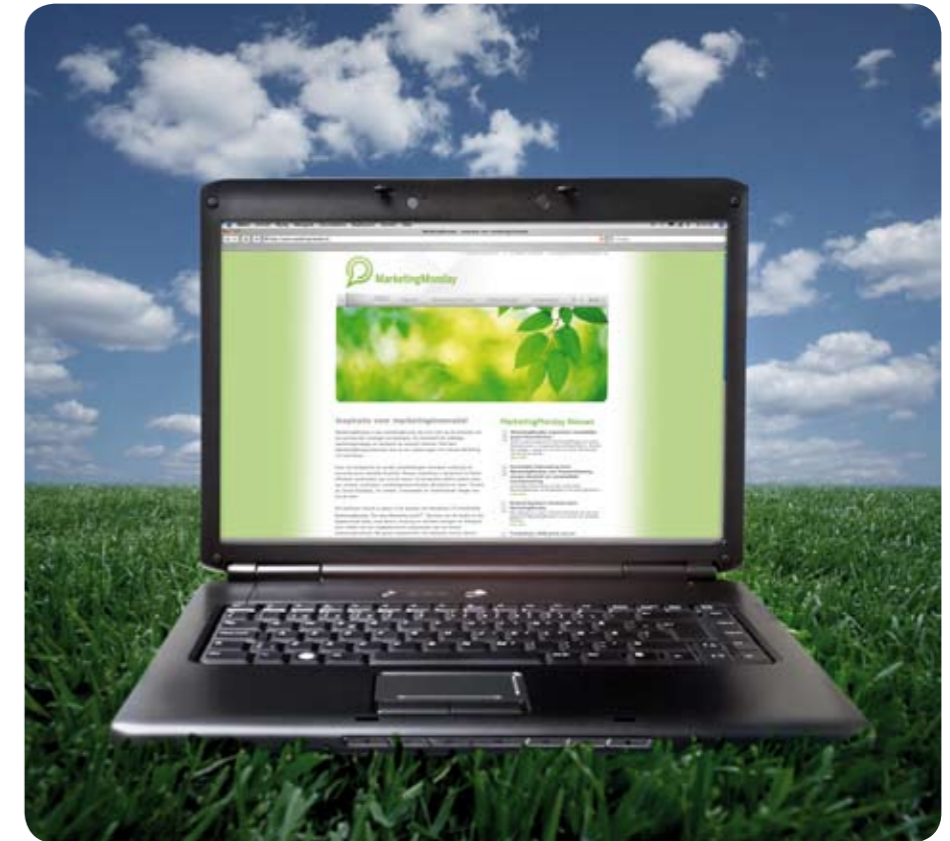
to selling. In many cases, information and inspiration result in a sale through the store, showroom or account manager. In other instances, the brand experience is the objective, and the intention is for the visitor to "feel" and experience the brand. In this case, image and sound must be used to persuasively convey clear brand values. Alternatively, service might be the overriding objective, in which case you will want to encourage visitors to either place an order, assemble or inform. Equally, your objectives might be a combination of the above. Your aims are served even better if you forge a link between the customer's mobile phone and the content of the website, as mobile phones give users direct access to content and applications.

Branding, transactions and service are not the only considerations for your online presence: another key objective is to obtain information on prospects. On average, 3% of online visitors perform a transaction. The other 97% leave the website without taking any action. It is therefore essential to develop an effective approach to getting this target group into your database. After all, the visitor was on the website because he or she was interested in your company, product or service. Through newsletters, alerts, games,

prize questions, free downloads, demos and calculations, you encourage these "shipjumpers" to enrich your database, and then use event-driven marketing campaigns to persuade this interesting group to become customers.

Websites take various forms and dimensions: mini sites, weblogs, videoblogs and corporate sites. Depending on your objectives, we decide together what type or combination of websites is required. There's much more to designing a website than just texts and images. The distinctions between television and Internet are beginning to blur. Increasingly, the Internet experience is an interactive one, with moving images, sound and interaction. These elements must be part and parcel of your new online presence. Your new online experience will be more direct, personal and segmented. Its exact form must be tailored to function, target group and product - which calls for a different approach, new techniques and creativity.

MarketingMonday will handle the development, maintenance and growth of your online presence. Together, we will explore the opportunities, which we then set down in a long-range growth plan so that you can be sure that you are making the absolute most of your online strategy.



Websites can have various dimensions



Marketing Intelligence 2.0

- **Steer growth and gain an insight into your marketing and sales results**
- **Monitor goals and develop solutions, analyses and scenarios**
- **Greater insight into returns from customer and prospect groups, media, communication and distribution channels**
- **Check the “blogosphere” for buzz about your brand and product**
- **Develop tools which encourage customers and prospects to enrich your databases on their own initiative (“customer-generated profiling”)**

Marketing intelligence is the heart and soul of your business. If your marketing intelligence is up to scratch, you can use it to gain the upper hand over your competitors. The main commercial ratios and forecasting models you use to steer your business are all furnished by marketing intelligence, ensuring that you have access to essential steering information. You want to entice existing customers to buy more, and prevent customers from choosing other brands, because you are aware that generating sales from existing customers is six times cheaper than attracting new customers. But, naturally, you also want to recruit new customers. To do this, you need knowledge about your customers' current and future purchasing behaviour, as well as an insight into the development of the “customer value” of your customer groups (customer intelligence). But who are the most promising prospects and customers? And how you do gain the best advance impression of the possible results of cross-media marketing campaigns and marketing channels? This marketing intelligence information is absolutely indispensable. It enables you to make efficient use of your marketing budget and other forms of support. Marketing is also about “individualising”, so a good customer and prospect database underpins all of your activities. This database provides you with

wide-ranging and in-depth information about your customers and prospects, particularly if it is constantly enriched, both offline and online, with individual purchase, enquiry, survey and external data. Intelligent 2.0 techniques can be used to involve your customers and prospects in this process, encouraging them to record their preferences in profiles (“customer-generated profiling”) and thereby supply you with a treasure trove of information. Weblog media (“the blogosphere”) rapidly disseminate buzz about brands, organisations, products and services. You can use special tools to retrieve these messages and then use that information to intervene with “old” and “new” communication if necessary. Marketing intelligence also involves tracking important trends, regularly checking the market and the competitors (marketing intelligence) and analysing the results of sales efforts (sales intelligence). Together with you, MarketingMonday decides which form of marketing intelligence is appropriate to you. We also survey the information already available, before devising a step-by-step plan for obtaining, within a short timeframe, useful information, cogent forecasts, enriched profiles and statistical insights.

Distribution 2.0

- **Customers no longer buy from their usual supplier**
- **Choose good distribution partners, who are equal to the challenge of handling large volumes, new target groups and lower selling costs**
- **Don't leave it too late: distribution partners will be able to pick and choose over the coming years**
- **Develop a smart distribution strategy for retailers, agents and dealers**



There are various ways of getting the product to the customer. Some brands do this through their dealer network, other companies deliver via the Internet, and yet others through physical, branded stores. The emergence of the Internet and new insights about distribution influence the commercial results of companies. Customers no longer buy products from their usual supplier. They might, for instance, buy their health insurance from a football club, which has made a group arrangement with an insurer. They buy their DELL computer from an Albert Heijn supermarket. They take out a loan through the Kruidvat store, while companies arrange discounted legal assistance insurance through the entrepreneurs' association MKB Nederland. We are also witnessing shifts within distribution in the business-to-business markets. Companies must therefore pay serious attention to “partnering” within the various target group segments. The partner market is expected to be parcelled out over the coming years. As partnerships are geared towards long-term cooperation, it is very important to formulate a good distribution strategy. Your organisation must also be designed accordingly.

Good distribution partners can handle large volumes, new target groups and lower selling costs. Working with you, MarketingMonday selects the right partners and develops the distribution propositions necessary to achieve rapid growth on new markets. Although there will be strong growth

in distribution via the Internet and through distribution partners, other outlets, such as retail stores, will still be used for distribution. Companies who work with retailers, agents and dealers are faced with a tough challenge, as these resellers can pick and choose from multiple suppliers and products. The biggest challenge is winning and retaining their loyalty, in order to get your products to the top of their list of priorities. If they are favourably disposed towards the total dealer proposition, sales throughout the network may grow strongly. There are a number of threads to a good dealer strategy: a good range, good margins, training and service, smart marketing communication tools, pull marketing and possible prospect/lead payments. Because time, money and resources are often scarce, and return is the overriding objective, the proper segmentation and management of the dealer channel is crucial. You can count on MarketingMonday to assist with this task too. Our dealer matrix gives you an insight into all the important steering factors. Drawing on this matrix and other information, we help you to select and develop your dealer channel.

Sales 2.0

- **Overhaul your sales function with the aid of new marketing techniques**
- **Use marketing to generate leads and sales**
- **Ensure a seamless fit between marketing & sales**
- **Offer self-service; 75% of consumers are keen to deal with companies who offer self-service**
- **Ensure that consumers share the helm**
- **Self-service yields higher profits, because of lower costs and higher customer value (greater loyalty)**

New marketing techniques are changing the very essence of the sales function. In the past, sales managers themselves had to look for leads in the business-to-business market, whereas nowadays purchasers and other prospects are able to find their own way to companies. Targeted online campaigns on search engines and in other (online) media ferret out demand and purchase intentions. Published online corporate content, online company guides and prospect tools create a stream of fresh, potential new customers. Thus, slowly but surely, lead generation is ceasing to be a vendor-led task, leaving vendors free to concentrate on actual conversion sales and building upon the relationship (cross-, up- and deep-selling). In this climate, the time is ripe for intelligent selling and heeding the customer. These tasks place different demands on sales staff. MarketingMonday presents you with the right link between marketing and sales, and ensures that your sales strategy is future-proof.

Sales to consumers are also changing. Due to the technical possibilities and the growing consumer trend towards "DIY shopping", self-service is experiencing a boom. Some of the most familiar forms of self-service are

telebanking, online ordering at mail order companies and booking flight tickets independently online. Recent research has shown that over 75% of consumers prefer to deal with companies who offer self-service via the Internet, mobile telephones, PDAs or self-service kiosks. Companies are therefore well-advised to consider developing self-service concepts. Both commercial and individual consumers are increasingly keen on self-service options, and they give them the sense of being in control. Furthermore, processing is faster and easier. Self-service has innumerable benefits for companies: processing is cheaper and it substantially improves service level. Being an important factor in customer loyalty, good service acts as a positive stimulus to customer value. It has the dual benefits of lower costs and more income from satisfied customers. With all this in mind, self-service should feature prominently in any commercial strategy.

MarketingMonday analyses the opportunities for self-service concepts within your commercial strategy. We advise and assist you with the development and implementation of these concepts.





MarketingMonday

Kingsfordweg 151 | 1043 GR Amsterdam, The Netherlands | T 0031(0)20 4919151
F 0031(0)84 7163822 | E info@marketingmonday.nl | www.marketingmonday.nl