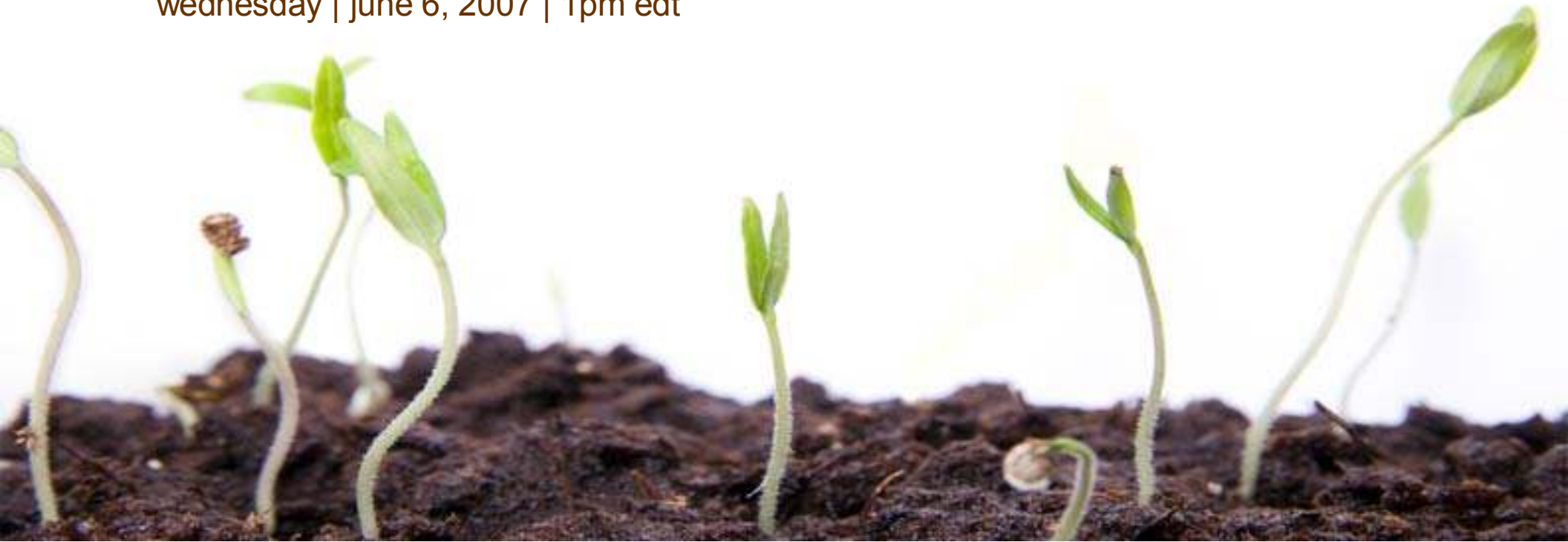


marketing campaigns: delivering return on investment

are you reaching your market quickly with your key messages?

wednesday | june 6, 2007 | 1pm edt



Presenter: Jennifer Farrington, Owner of Palmer-Farrington LLC

Today we will cover how to:

- Determine campaign goals
- Create your key messages and call-to-action
- Target your audience
- Determine the right mix of media for your campaign
- Set up ROI tracking
- Integrate your marketing campaigns with your sales team

This 50-minute webcast will be followed by a question and answer session



what do I need to accomplish with my marketing campaign?

determine your campaign's objectives



what is a marketing campaign?

Marketing campaigns include many types of media:

- Online marketing (email, search, banners and other online tools)
- Public relations
- Direct mail
- Events (seminars, networking, trade shows, web events)
- Traditional media (advertising, radio, television and other “traditional” media)
- Telemarketing



What are the main objectives for the campaign?

- Generate new leads
- Qualify leads
- Nurture existing leads
- Direct sales
- Branding
- Cross-sell to existing customers
- Up-sell existing customers
- Nurture existing customers
- Generate referrals
- Training



Your goals should drive every element of your campaigns:

- Your offer and message
- The budget you set
- Budget allocation across different media
- Frequency you deliver the message
- Placement of your message



You will need to estimate:

- The **number of leads** required to make your revenue goal
- The **number of sales** required to make your revenue goal
- Your **response rate** – the people who see your message (impressions), and respond
- Your **close rate** – the number of people that respond to your message and turn into a sale

Number of clients needed:

Campaign's revenue goal / Average customer spend

Number of leads needed:

new customers generated from leads / # of new leads in past 6 months

of clients needed / close rate %

Number of impressions needed:

of leads you'll need / Average response rate % from your campaign



determine your campaign's goals and objectives

marketing campaign example



Campaign's objectives:

- Increase brand awareness
- Generate new leads
- Nurture existing leads
- Cross-sell & upgrade existing customers

Revenue goal:	\$1,000,000
Number of clients needed:	100
Campaign's revenue goal / Average customer spend \$1,000,000 revenue goal / \$10,000 average client spend = 100 clients	
Number of leads needed:	500
# new customers generated from leads / # of new leads in past 6 months 300 leads became customers / Generated 1500 leads in past six months = 20% 100 clients needed / 20% close rate of leads to customers = 500 leads	
Number of impressions needed:	2500
# of leads you'll need / Average response rate % from your campaign 500 leads needed / 20% close rate = 2500 impressions	



what is the message I want them to remember?

craft your message and call-to-action



Once you've outlined your campaign's objectives and goals, create a solid message

- Focus the message to a single product or service offering
- Create a sense of urgency with a specific “action” you want the reader to take
- Provide them with easy access to additional information and a contact person
- Answer the key questions in your message:
 - What is it?
 - Who needs it?
 - How long have you had this product or service?
 - What are the features?
 - What are the benefits?
 - Why are those features and benefits important to me?
 - What are the emotional benefits?



What “tone” or “attitude” do you want to convey with your message?

- Professional
- Authoritative
- Serious
- Technical/scientific
- Engaging
- Friendly
- Intelligent
- Insightful
- Warm
- Funny
- Hip



A good message is:

- **Simple** – the message should be easy to deliver and your market should immediately “get it”
- **Concise** – say it in as few words as possible
- **Specific** – a message that is too vague or broad won’t resonate or set you apart from your competitors
- **Honest** – don’t make claims you can’t back up
- **Selective** – focus on the benefits that are most important to your customers
- **Natural** – write your message so it sounds natural when spoken – use as little technical jargon as possible
- **Consistent** – make sure the message is consistent through all the mediums you use





Campaign's Focus:

- BigTech provides companies with quick, timely data on contacts, integrating financial, sales and marketing databases into one place, saving companies time, money and resources.
- Upgrade to the new BigTech 4.0 web version

Call-to-action

- Receive a 20% discount off the new version by upgrading your account in the next 30 days
- Contact 212-555-1212 to speak with a representative on taking advantage of our upgrade offer

Campaign's goals:

- Increase brand awareness
- Generate new leads
- Nurture existing leads
- Cross-sell & upgrade existing customers
- 2500 impressions
- 500 leads
- 100 new clients
- Revenue goal \$1,000,000





Key message

- For the past 5 years, BigTech has linked important sales pipeline, contact and marketing databases together. Now, with the new 4.0 upgrade, we link your financial databases – using Peachtree Accounting Software – to your sales, contact, and marketing records. Save valuable time and money by having all your client and prospect information in one place.

Tone/Attitude:

- Friendly
- Fun
- Inspired
- Hip

Campaign's goals:

- Increase brand awareness
- Generate new leads
- Nurture existing leads
- Cross-sell & upgrade existing customers
- 2500 impressions
- 500 leads
- 100 new clients
- Revenue goal \$1,000,000



who needs to hear the message?

target the audience you want to receive the message



Who are you going to target your message for:

- Prospects – no relationship
- Current leads – in your sales pipeline
- Current clients – purchased from you in past 2 years
- Past clients – purchased from you over 2 years ago, nothing recent

Segment further by title if B2B:

- C-Suite
- Executive head of the department
- Technical users/buyers
- General audience



tailor your campaign message to your audience

Audience Type	Campaign Implications
Prospects	
	Provide a broad framework, definitions, opportunities to absorb the material, and easy access to more information
Current Leads	
	Communicate with leads that are in your sales pipeline but may not be ready to take the next step and buy, and remind them of your value and provides information that can help move them along the pipeline
Current Customers	
	Encourage your current customers to buy related or additional products, upgrades or services or increase frequency of their purchases Reinforce the value you provide your customers
Past Customers	
	Reinforce the value you provide your customers and provide them with current product/service information





Target Audience:

- **Prospects** – want to introduce their product and highlight the cost savings to the prospect's executives
- **Existing leads** – offer them the 20% discount if they buy in the next 30 days
- **Existing customers** – offer them 20% off the upgraded software, reinforce BigTech's brand values

Campaign's goals:

- Increase brand awareness
- Generate new leads
- Nurture existing leads
- Cross-sell & upgrade existing customers
- 2500 impressions
- 500 leads
- 100 new clients
- Revenue goal \$1,000,000



what types of media should I use?

determine the media mix for your campaign



Online marketing

- **Online advertising** – run ads on targeted websites or email newsletters
- **Email campaigns** – buy or rent a subscriber list and send a short but compelling email that encourages them to click through and respond to qualifying questions or take advantage of an offer
- **Micro-website** – create a mini-website around a particular topic or service and drive prospects to it
- **Email newsletters** – get prospects to sign up for an ongoing newsletter – make sure there is content to guide early-stage prospects, encourage them to take action and further qualify themselves
- **Organic search** – “optimize” your website so it appears on the search engines when prospects look for info you can provide
- **Paid search** – buy “paid” or “sponsored” listings on search engines – they appear when the user types in the keywords you’ve bid on
- **Viral campaigns** – create an email offer or story that’s meant to be forwarded – encourage recipients to click through to your website



Public relations

- **Distribute press releases** – write standard and web-oriented (optimized) press releases to announce your news. Put them on your website and distribute, use in sales materials
- **Product/solution story pitch** – create a compelling story about your new product/service rather than sending out a standard press release and pitch it directly to selected journalists
- **Authored article/white paper** – write an article or white paper about the product or service, pitch to industry journals and post on your website, use in your sales materials
- **Speaking engagements** – give speeches or participate in an industry-oriented panel during seminars, trade shows, etc.
- **Blogs** – create a company blog to discuss issues in your marketplace



Direct mail

- **Simple sales letters or postcards** – briefly introduce your solution with a strong call-to-action.
- **Special mailing** – develop a brochure or custom piece and mail it to targeted prospects



Events

- **Seminars or events** – create a live seminar, educational breakfast or luncheon, networking or fun event to educate and identify new prospects
- **Trade show exhibit or event** – display a booth at an industry conference, potential hold an invite-only or open event offsite
- **Web event** – create an online seminar and market it as a great source of information for potential prospects, encourage prospects to attend or download to learn more about a subject if they're ready – can help further qualify their needs and prioritize them in your pipeline



Traditional media

- **Print ads** – run ads in targeted journals, newspapers and/or magazines
- **Yellow pages** – run an ad in the yellow pages directory
- **Radio** – run spots on a talk-radio or business program
- **Outdoor** – run ads on billboards, busses or other outdoor signage
- **Television** – run ads on particular business or cable programs



Telemarketing

- **Cold calling** – sales reps call their own prospects or cold call from lists you purchase
- **Outbound calling** – use a team of telemarketers to call targeted lists and identify leads
- **Inbound call handling** – create an incentive to get prospects to call for information, or use a telemarketing team to handle inbound calls



Sales team

- **Cold calling** – sales reps call their own prospects or cold call from lists you purchase
- **Sales activities** – reps making calls, delivering presentations, etc to move a prospect forward
- **Relationship activities** – reps focusing on relationship-building with their clients (dinner, ballgame, etc.)
- **Phone call/meeting** – reps call their clients for a meeting with a very specific offer
- **Referrals** – have reps only ask for a referral



Chart your marketing campaign's activities and timeline

Contact	Media	Date	Notes
1	Email	Aug 1	Launch of campaign email
2	Micro-website	Aug 1	Contains all information contact needs, can chat with a rep online
3	Press release	Aug 1	Announcing the campaign's objective
4	Online advertising	Aug 5	Post ads on industry association websites
5	Post Cards	Aug 10	Post card with a "limited time" offer
6	Special Mailing	Aug 10	Custom mailing of premium items to top 20 clients with "limited time" offer
7	Email #2	Aug 15	Second email goes out to target market showcasing a new feature of the upgrade
8	Sales Rep Calls	Aug 20	Sales reps following up with their personal client contacts with the offer



Create a Marketing Campaign Action Plan

- Campaign Owner, Campaign Team Members

Contact	Media	Date	Notes	Vendor Support Needed	Fulfillment Support	Owner
1	Email	Aug 1	Launch of campaign	Email, Graphic	Sales reps	Mary Smith, Marketing Manager
2						
3						
4						
5						
6						





Theme for the marketing campaign

- Time of year: August, Summer
- Theme: Surf/beach theme

Contact	Media	Date	Notes
1	Email	Aug 1	Launch of campaign email, using the fun beach theme
2	Micro-website	Aug 1	Contains all information on the upgrade, can chat with a rep online
3	Press release	Aug 1	Announcing the upgrade
4	Special Mailing	Aug 1	Premium mailing (beach bag) to top 20 clients with 20% off offer
5	Online advertising	Aug 5	Post ads on the marketing association websites and CFO association websites
6	Post Cards	Aug 10	Post card with 20% off offer on upgrade to target market
7	Special Mailing #2	Aug 10	Custom mailing to top 20 clients of premium items to fill beach bag (beach towel)



mix of media for marketing campaign

marketing campaign example



Contact	Media	Date	Notes
8	Email #2	Aug 10	Fun email along the theme goes out showcasing a new feature of the upgrade – links to microsite
9	Sales Rep Calls	Aug 15	Sales reps following up with their personal client contacts with the 20% offer
10	Animated email	Aug 20	Animated email of surfer at the beach with the summer offer – links to microsite
11	Animated online ad	Aug 20	Use the email as an online ad on same websites
12	Special Mailing #3	Aug 20	Custom mailing to top 20 clients of premium items to fill beach bag (sunscreen, lip balm, sun visor hat)
13	Email #3	Aug 27	“not too late” email to take advantage of the 20% off in beach theme – links to microsite
14	Sales Rep Calls	Aug 27	Sales reps following up with their personal client contacts and with the top 20 clients with the 20% offer





 **BigTech Consulting**

Proudly announces our new BigTech 4.0 upgrade - *time to ride the wave!*

Receive a **20% discount** off the new version by upgrading in August!

For the past 5 years, BigTech linked your sales pipeline, contact and marketing databases together. Now with the new 4.0 upgrade, we link your financial databases -- using Peachtree Accounting Software -- to the rest of your records.

GET UPGRADED BIGTECH 4.0

CLICK HERE to learn more about BigTech 4.0

Call now 212-555-1212 to speak with a representative on taking advantage of our upgrade offer!

 **BigTech Consulting**

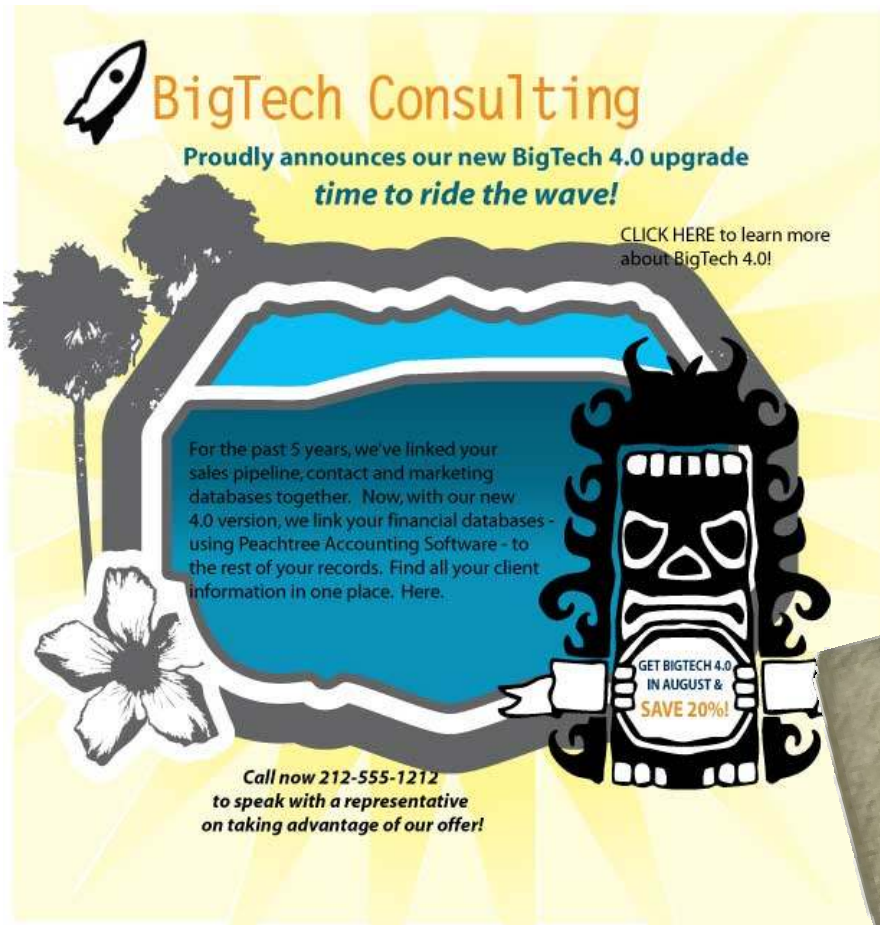
GET UPGRADED BIGTECH 4.0

Receive a **20% discount** off the new version by upgrading in August!

Call now 212-555-1212 to speak with a representative on taking advantage of our upgrade offer!

time to ride the wave!





how do I know how a particular media performed?

set up ROI tracking for each media used



create your ROI tracking for your campaign

Create your plan with all the financial details in place so you can accurately track your results.

- Calculate the total budget for your campaign, including time and expenses
- Divide the campaign's budget by the number of sales required to reach the revenue goal
- This will give you the campaign's cost per sale

Product/Service Promoted	Revenue per sale	Campaign cost per sale	Projected # of sales	Projected Revenue	Projected Profit



For each media item used, in a spreadsheet, set up the following fields:

- Total budgeted cost of the media item
- # of impressions planned
- Cost per impression
- Estimated response rate
- Cost per response
- % of responses that convert to a sale
- Cost per conversion
- Actual cost of the media item



create your ROI tracking for your campaign

Add up the actual cost and compare to your budget and make adjustments as necessary

Media used in campaign	Total media item cost	Projected # of impressions	Cost per impression	Estimated response rate	Cost per response	# of responses convert to a sale	Cost per conversion	ACTUAL Cost (cost per conversion x # of sales)
Emails	\$400	50,000	\$0.008	10,000	\$0.04	2,000	\$0.20	\$480
TOTAL ACTUAL COST								\$



Create a campaign list of everyone receiving the campaign

Add an activity record in your CRM program or in an excel spreadsheet associated with an individual and their company if they:

- Open the campaign and click through to the offer landing page
- Indicate their interest in the product/service (at this stage they enter the sales pipeline – attach campaign to the pipeline entry)
- Speak with a sales representative who qualifies the lead
- Turn into a sale

Pull all sales with the campaign associated with it to get a clear sales revenue number





Campaign's budget:

- **\$50,000**
- If you need to make \$1M in extra revenue
- Need to add 5 sales to push the projected profit number to over \$1M

Product/Service Promoted	Revenue per sale	Campaign cost per sale	Projected # of sales	Projected Revenue	Projected Profit
Upgrade to 4.0 version	\$10,000	\$1,000	100	\$1,000,000	\$950,000
+add 5 sales			5	\$50,000	\$50,000
TOTAL			105	\$1,050,000	\$1,000,000



create your ROI tracking for your campaign

Marketing campaign example



Add up the actual cost and compare to your budget and make adjustments as necessary

Media used in campaign	Total media item cost	Projected # of impressions	Cost per impression	Estimated response rate	Cost per response	# of responses convert to a sale	Cost per conversion	ACTUAL COST (cost per conversion x # of sales)
Emails	\$1,000	2,500	\$0.40	500	\$2.00	100	\$10.00	\$1,050
Micro-website	\$20,000	2,500	\$8.00	500	\$40.00	100	\$200.00	\$22,000
Press release	\$1,000	2,500	\$0.40	500	\$2.00	100	\$10.00	\$1,050
Post card	\$3,000	2,500	\$1.20	500	\$6.00	100	\$30.00	\$3,150
Special Premium Mailing	\$5,000	2,500	\$2.00	500	\$10.00	100	\$50.00	\$5,250
Custom brochure	\$5,000	2,500	\$2.00	500	\$10.00	100	\$50.00	\$5,250
Online Advertising	\$1,000	2,500	\$0.40	500	\$2.00	100	\$10.00	\$1,050
Animated email	\$5,000	2,500	\$2.00	500	\$10.00	100	\$50.00	\$5,250
Animated online ad	\$1,000	2,500	\$0.40	500	\$2.00	100	\$10.00	\$1,050

TOTAL ACTUAL COST	\$45,100
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Sent out their campaign to 10,000 current customers, prospects and leads – and add the campaign as an activity in their contact record to track them

- 2500 open the email (impressions)
- 500 click through to the offer landing page (leads)
- Indicate their interest and talk with a sales rep (enter the sales pipeline as a lead)
- 107 convert into a sale

Pull all sales with the campaign associated with it to get a clear sales revenue number (107 x \$10,000 = \$1,070,000)

Subtract the cost of the campaign = \$1,070,000 - \$46,000 = \$1,024,000

Made their target goal of \$1M



what does my sales team need?

integrate the campaign with your sales team



Key to success: **INCLUDE** your sales team in the planning of your marketing campaign!

- Find out from them what products/services the market is primed
- Assign sales reps for follow-up calls with their clients or a selection of the overall client list of the firm
- Ask them if they think you need to have a telemarketing effort of prospects
- Make sure they are aware of the campaign's objectives and goals
- Provide them with the campaign's key messages



Provide your sales team with campaign updates

- Give them lists of impressions and leads to follow up
- Assist them with tracking the results in the sales pipeline (if it is not automated)
- Meet regularly during the campaign to provide updates



Additional questions?

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