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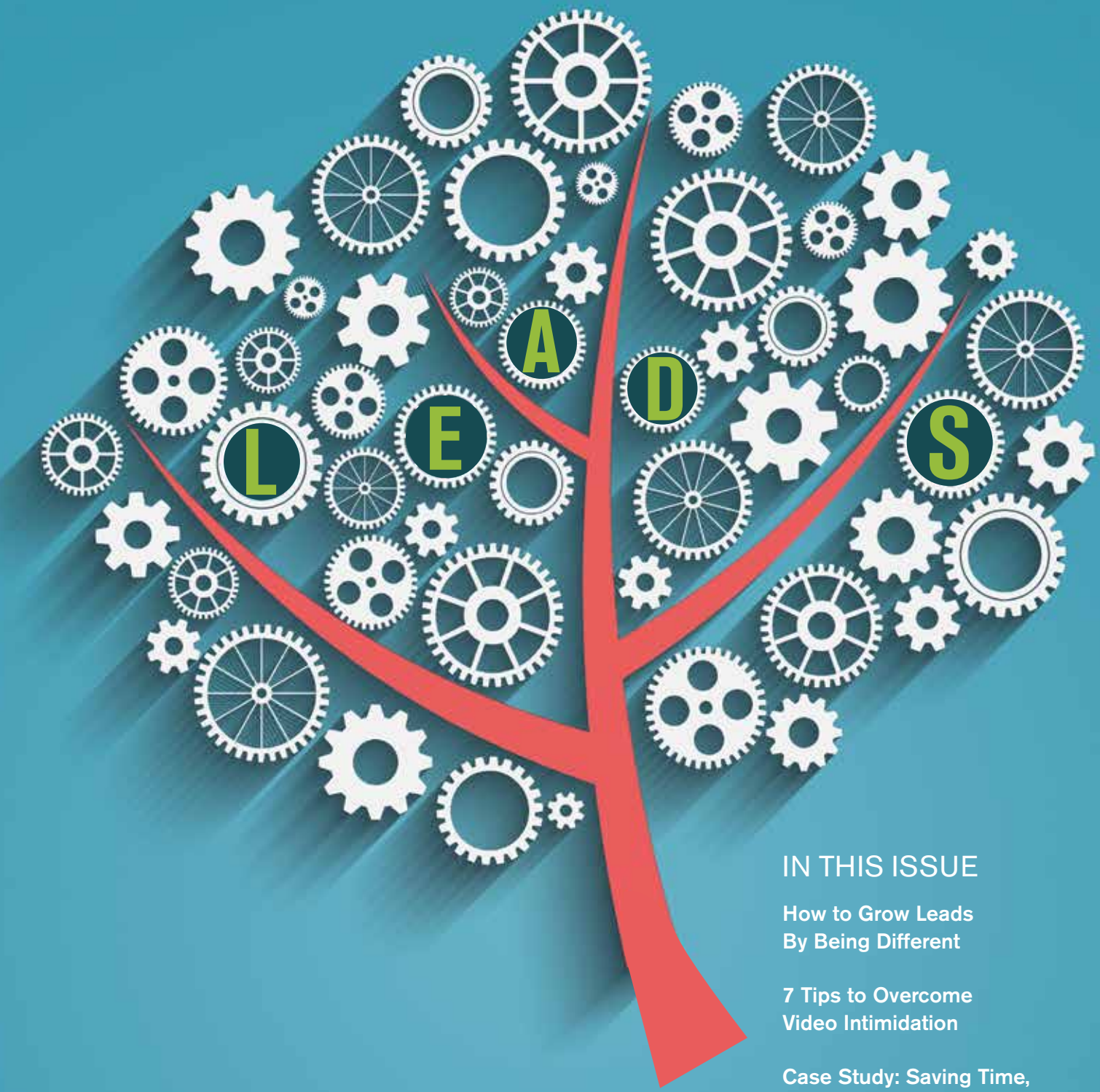
NEWS AND KNOWLEDGE FOR TODAY'S MARKETER



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How to Grow Leads By Being Different

7 Tips to Overcome Video Intimidation

Case Study: Saving Time, Money with Web-to-Print

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Dear Fellow Marketer,

As much as the marketplace changes and marketing channels multiply, some situations remain constant: People buy when they're ready to part with their money. They come back to buy more because their experience – online or in-person – was a good one. Consider the following:

- About 96% of website visitors are not ready to buy. (Marketo)
- 79% of marketing leads never convert into sales, and a lack of lead nurturing is the most common cause of poor lead conversion. (HubSpot)
- 80% of companies say they deliver "superior" customer service, while just 8% of people think these same companies do. (Lee Resources)
- 82% of consumers say they stopped doing business with a company due to a poor customer experience. (Customers That Stick)

So, what's a marketer to do? Before doing anything else, it's essential to know who you're talking to. Analyze your own customer data to get rid of your assumptions and find real answers to these questions:

1. Who are my best customers?
2. What do they all have in common?
3. What do they need or want that I can deliver, and how can I best tell that story?

Once you know the profile of your best customer, finding more with the same characteristics gets easier and helps to eliminate the waste associated with mass marketing. By meeting your buyers where they are on their purchase journey using messages and channels that make sense, you enhance their entire experience.

In this issue, we're highlighting ways to target prospects (and customers who are ripe for additional business) with cut-through-the-clutter tactics and ways to save time and money in the process.

On **page 2**, you'll learn how companies are using web-to-print technology to create marketing efficiencies in their organizations while protecting one of their greatest assets: their brand. Of course, your brand is what makes you, *you*. Beginning on **page 6**, direct marketing expert Kate Dunn shares her perspective on how to plan and budget your outreach, and ultimately, deliver a top-notch customer experience. And check out **page 10**, where we're giving tips for personalizing your marketing messages to add relevancy and impact. Please let us know if you'd like to know more!

Sincerely,

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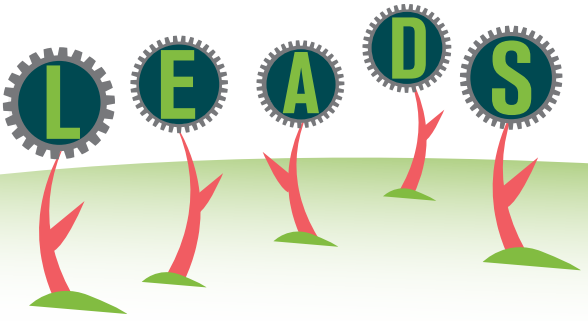

06 SPOTLIGHT

Growing Leads
How to Grow Leads By Being Different

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See how one company is saving time and money while protecting its brand assets using web-to-print.

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Learn how customer data files open the door to powerful communications with a personal touch.

12 7 Tips to Success for the Novice Video Marketer

Set your apprehensions aside, and check out ways to incorporate valuable video in your campaigns.

CASE STUDY:

170 Loan Officers, 60 Branches … and ONE Smart Marketing Solution

Today's ultra-competitive marketplace demands that you distribute frequent and relevant marketing messages to reach potential buyers or supporters. This means the shelf life of business communications materials and market response time have never been shorter or more challenging to manage.

Companies across all sizes and industries are taking advantage of web technologies that bring speed, accuracy and cost control to their marketing communications via dedicated sites referred to as eCommerce storefronts, web-to-print, remote publishing or online portals.

These sites enable organizations – especially those with multiple locations or with a large volume of documents with frequent updates – to manage sales and marketing materials with greater convenience, more brand consistency and lower costs.

The web-to-print concept is simple. Working with a provider, a business or nonprofit gains a branded, password-protected website that houses templates of frequently-used materials such as brochures, catalogues, forms, mailers, promotional products and other marketing assets. Access to materials can be controlled via permission settings for different types of employees.

"The home office is relieved because the web-to-print solution ensures key information is included with accuracy and without fail."

— DAN MOYLE, CREATIVE DIRECTOR OF MARKETING AT A MICHIGAN-BASED MORTGAGE COMPANY

When a branch office or remote user needs new business cards, for example, they log in to the website, personalize the file and place their order. Delivery soon follows.

Billing can be consolidated to one location, enabling improved expense monitoring and management. And, because there's no need to "stockpile" printed items, costs associated with warehousing or scrapping obsolete materials are eliminated.

Web-to-Print in Action

According to Dan Moyle, creative director of marketing at a Michigan-based mortgage company, their home office was experiencing many of the same business communications challenges faced by plenty of organizations, large and small. "We had almost no control over content, branding and costs," remembers Moyle, far from surprising with 60 branches, more than 170 loan officers and scores of documents.

Wrapping their arms around the variety of materials that were being produced by local offices and consolidating them into company-approved templates was a perfect fit for web-to-print technologies.

The company's custom website is populated with 190 templates such as closing letters, sales brochures and tip sheets. Loan officers log in, select the item and quantity, and place their orders. These are submitted electronically to the home office or branch office for budgetary approval before processing.

"Through the efficiency of web-to-print, our templates automatically populate with the user's name, address, phone and photograph," says Moyle. "Key to the process is the inclusion of the loan officer's licensing information. While varying geographically, this data is an absolute must for legal compliance reasons. The home office is relieved because the web-to-print solution ensures key information is included with accuracy and without fail."

Fulfillment of orders is fast. Some are delivered same-day to the company's headquarters, while most others are shipped to the widely dispersed branches within two days.

"Consistent branding is another benefit we derive from web-to-print," Moyle notes. "It's the difference between professional materials created by the marketing team at our home office versus widely disparate 'in-the-field' designs developed by any number of local suppliers at the individual initiative of our local branches." ■

To learn more, contact us for a free demonstration of our web-to-print solution.

KEY BENEFITS OF WEB-TO-PRINT

Marketing materials and business forms are set up on a website that's customizable and user-friendly. The results?

- Improved time management and cost savings
- Increased brand consistency and accuracy with centralized control
- Greater impact in the marketplace with localized content
- Better tracking of usage and purchases across employees and offices
- Faster turnaround for well-armed marketing and sales teams

2016 MULTI-CHANNEL RESPONSE RATES

*Marketers continue to embrace a multi-channel strategy to drive response. Just **27%** use one channel, while **52%** use three or more. In these instances, the most popular channels tend to be:*

DIRECT MAIL

DIRECT MAIL RESPONSE RATES OUTPERFORM DIGITAL CHANNELS.

Direct mail achieves a

5.3% response rate with a house list

2.9% response rate with a prospect list

All digital channels combined achieve a response rate **2.6%**

0.6% Email List

0.6% Social Media

0.5% Paid Search

0.9% Online Display Ads

RESPONSE RATE LEADER BOARD

7.6% Oversized Envelopes

6.7% Dimensional

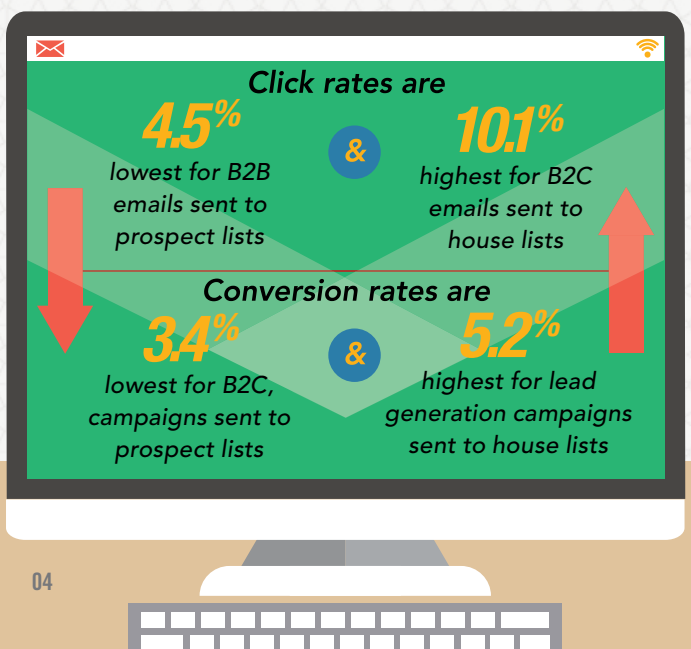
6.3% Catalogues

5.0% Postcards

3.8% Letter-sized Envelopes

EMAIL

WHEN HOUSE LISTS ARE USED, EMAIL HAS THE LOWEST COST-PER-ACQUISITION OF THE MEDIA IN THIS STUDY, HOWEVER, IT SUFFERS FROM ONE OF THE LOWEST RESPONSE RATES.



SOCIAL MEDIA

VIRTUALLY EVERYONE WHO USES SOCIAL MEDIA ADVERTISING ALSO USES EMAIL, AND OVER HALF ALSO USE DIRECT MAIL, ONLINE DISPLAY AND PAID SEARCH.

Social media has the second highest click-through rates at

7.4%

The most common purpose of social media advertising for

40%

is to ***drive brand awareness***, the highest of any medium in this study for this purpose.

Source: *Direct Marketing Association Response Rate Report 2016*

Take Your ELEVATOR SPEECH to the Next Level

You're at a networking function, a social event or online in a social media forum, and the question is raised: "What do you do?" It's the perfect opportunity to deliver your value proposition to an interested audience.

Termed an "elevator speech," the response is a positioning statement that offers a brief synopsis of your company that you can tell quickly, much like what you could accomplish "between floors."

An elevator speech is essentially your brand essence; it's an authentic promise you make to your customers and is compulsory in today's business world. Empowered and skeptical consumers use web searches and social media reviews to begin to form opinions about your company, and they may not have a complete picture. For personal encounters, deliver a truthful promise, and let that influence who your company is and who it becomes.

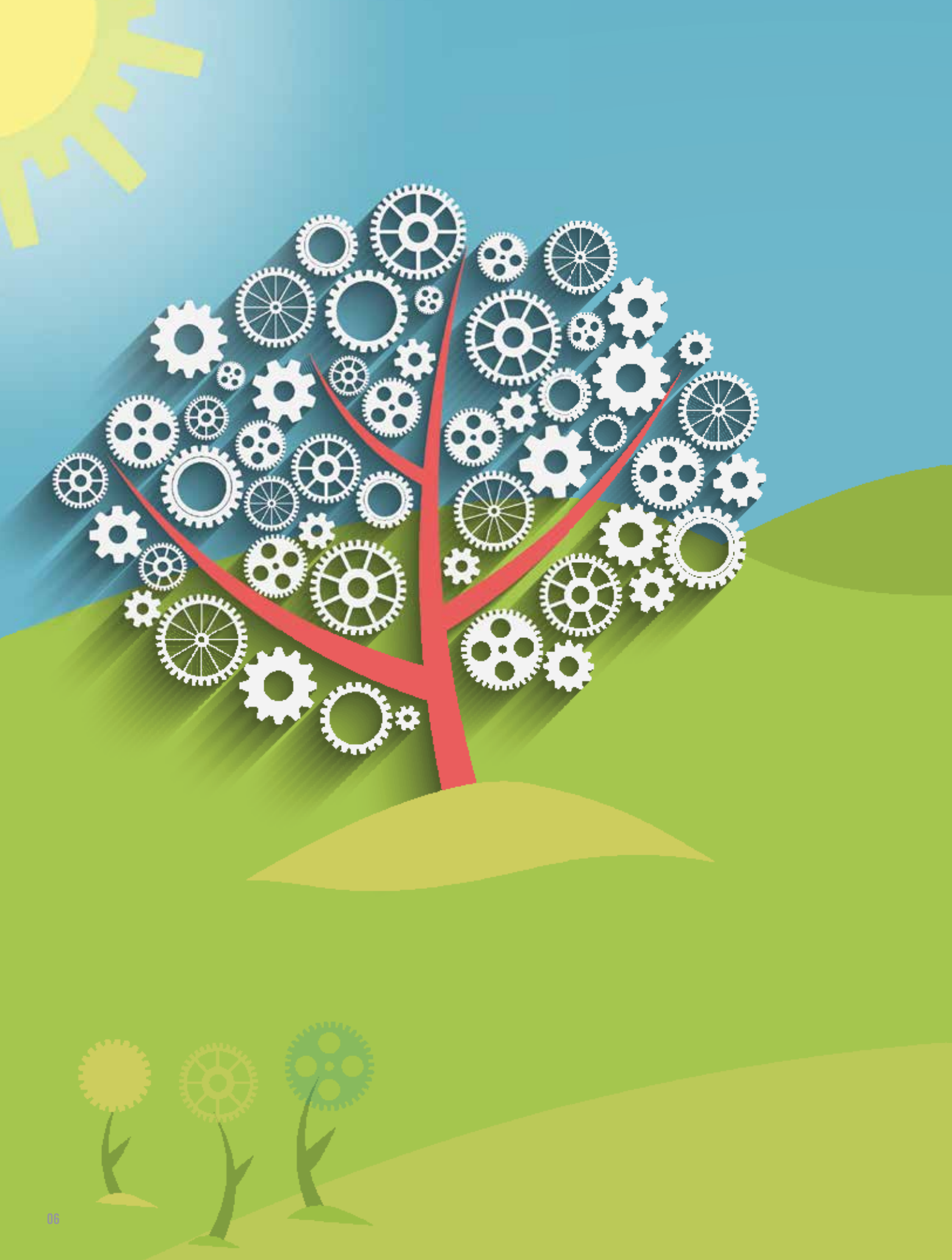
So, how do you get your elevator speech off the ground?

- **Self-examination and discovery.** Examine your brand. Ask yourself what's unique about you. Then, research the competition. Do a self-analysis of what you offer, where you excel and how you stand out.
- **Enlist the help of a professional.** Hire a writer or get help from your marketing services provider. Just like people, companies have blind spots. A third party can see the things you can't see and help you to make a statement that focuses on benefits.
- **Test it.** Practice the initial drafts of your speech with your peers, family and friends. You want the message to be clear, succinct and resonate with the listener. If the initial readings don't help others grasp your brand essence, make some edits.
- **Expand on it.** It's possible that your tagline, website, logo design and even typeface can all be developed from your elevator speech. These tools can be influential in who you are and who you become. They're all essentially tactics for a brand essence that, working together, can help to turn your customers into raving fans.

The Nuts and Bolts

The experts give differing guidelines for crafting an elevator speech, but there are some basics that nearly all agree upon:

- **Shorter is sweeter.** The general recommendation is to keep it between 30 and 60 seconds. Some go as far as suggesting it be up to three minutes, but when's the last time you paid attention to a three-minute commercial?
- **Familiarity is comforting.** Once you find the right words, use them every time so you can easily remember them. Seeing and hearing those same words across all your communication channels ensures delivery of a consistent and familiar brand message to customers.
- **People love a good story.** Make it memorable by focusing on what makes your company special. If you're able to tell the story with humor or in narrative form, that's even better.
- **Find the passion.** For others to care, your elevator speech should address a want, need or desire of your customers. If you can figure out what it is and how you can meet it, you'll come across as more passionate about your company . . . and begin to create interest. ■



HOW TO GROW

By Being Different

A unique value proposition that distinguishes you from your competition. Targeted marketing messages that are personally relevant to your key audiences. A creative approach to address age-old challenges your buyers likely face.

Identifying what's different about your company or organization, tailoring your marketing messages to buyer segments, and ultimately, delivering a one-of-a-kind customer experience comprise a powerful formula for driving growth and long-term loyalty.

According to Kate Dunn, a leading expert in direct marketing, "More than 60% of all marketing campaigns either segment to specific audiences or are personalized. If you are using static mailings, for example, when your competitors are using personalized and relevant marketing, you are not differentiating your business and you will lose opportunities."

On the following pages, Dunn shares her wealth of experience and expertise to offer guidance with prospecting, nurturing and keeping customers interested, engaged and choosing you.

MI: How much should a small or mid-sized business (SMB) earmark for lead generation versus customer retention marketing?

Dunn: The average company should spend between 7.7% and 9.3% of their revenues on marketing whether they are selling a product or service to consumers or to other businesses. The stage the business is in will influence how much they spend on a particular objective.

A new company will need to build awareness whereas an established company may not. For example, a small pizza business might use direct mail to create awareness, offering a discount to get new customers. However, once someone has tried them, they should switch to other tactics to build loyalty. If they continue to use the same awareness tactic and discount with their existing customers who might re-purchase without the discount because they liked the pizza, they are 're-buying' business.

Selling to businesses is very different, especially if the sales cycle for your product or service is longer. Companies like this typically spend a larger percentage of their budget on nurture tactics that convert initial interest to a closed sale. If a company has no problem getting prospects into the pipeline but are only closing a very small percent of those opportunities, more money should be spent on lead generation nurturing.

MI: What should be defined first for every lead nurturing program?

Dunn: The biggest mistake SMBs make is trying to design their marketing to be all things for all people. Instead, start by picking one segment to target, use your current understanding of the problems your service or product solves, and then map out the process a buyer will likely go through before purchasing. Make your marketing as relevant as possible to that one audience, and build in a way to validate your thinking.

Test two different headlines, two calls to action or varying the imagery to see what pulls better. Don't change everything at once though, or you won't know which change generated the better result. Another thing to test is the contact person. Do you get better results when you send to the owner of the company or president, or someone else?

I've seen small businesses selling a B2B service or product target all the key executives with targeted messages: profitability for the president, sales for the vice president of sales, and cost saving or efficiency with the vice president of operations.

Sometimes the best place to start is to have the marketing company the SMB works with profile their existing data to discover the characteristics of their best customers. Once you know that, it's much easier to target others who are similar.

MI: What type of B2B offers are strongest?

Dunn: Different offers do different things. For instance, if you just want to get people into your database, anything free can drive response, but that doesn't mean they are going to buy. It just lets you capture some new companies to target with your lead generation marketing.

Webinars are a good way for the prospect to learn more in the early stages of a sales cycle. Things like onsite assessments or in-person events require more commitment on the prospect's end, so those are good tactics for later in a sales cycle.

One of the mistakes I see SMBs make is that they don't realize that a response is just the beginning, and they push too hard for the sale when the prospect was just trying to learn more. It's important to use the right offers at the right time and make sure that if you have a direct sales force, they have been trained on the appropriate way to follow up with a prospect given their stage of interest.

MI: How many times should you contact a prospect and how?

Dunn: I've seen studies on the B2B side that say it takes an average of 12 contacts before a customer buys, but it really depends on where they are in their buying cycle. If they just bought something from a competitor, it could take years for them to need to buy again. But if you wait until they decide they are in a buying mode, you could very well miss the opportunity. If your marketing is relevant, you should be able to contact them many times.

You want to look at your analytics and watch for changes in behavior. For instance, if someone opens your emails regularly and then they taper off and stop, they have lost interest. When that happens, a great print campaign can wake them up again, especially today when you have lots of options for creating an engaging piece using different types of substrates, die cuts, dimensionality and of course, the personalization of the content.

MI: What are some ways to measure your campaign's effectiveness?

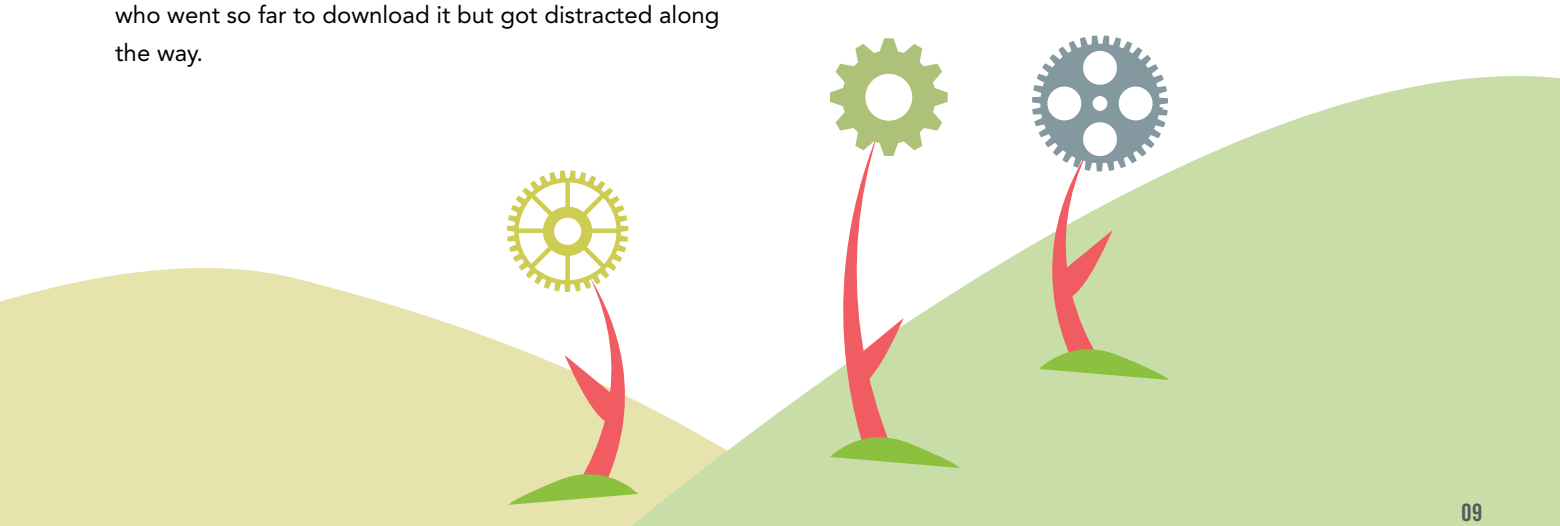
Dunn: The two biggest mistakes I see on the tracking side are not tracking at all and having tunnel vision on what is measured. Let's go back to the pizza parlor example. You can count how many people use the postcard coupon. But what about the people who thought about it but got distracted? You don't want to give up on them yet. If your print piece points them to a website to download a mobile coupon, you will know both the people who come in with the coupon and those who went so far to download it but got distracted along the way.

On the B2B side, there is an average 12-month sales cycle. When trying to generate leads, many make the mistake of measuring sales. Today's lead might not pay off for a year. Instead, measure the people who engage: how many visited the landing page or downloaded a white paper. This will tell you that your marketing messaging is compelling. The prospect has to start before he finishes, so you want to measure the starts in this case.

If you're using mail, you know who you sent to, and you can track at the individual level. On the digital side, if the call to action in an email is to download a white paper, for example, you can track both the clicks and capture data of those who fill out a request form.

You may have a portion that are early in the buying cycle who don't want to tip their hand, so they won't complete the form. With links in your email, you can measure what they are clicking on, indicating interest. And if you've been smart about the links you've built in, you can even tell where the prospect is in their buying cycle. ■

Kate Dunn is director of Keypoint Intelligence – InfoTrends and an award-winning leader in relevant, cross-channel marketing. She regularly shares her expertise at events around the world. Previously, Dunn was CEO of Digital Innovations Group, a consulting firm that provided a variety of sales- and marketing-focused services. She had a 15-year career with Xerox Corporation in various sales and marketing positions, and was formerly the vice president of marketing and sales for Choice Communications.



PROFIT from the POWER of PERSONALIZATION

According to Canada Post research, more than eight out of 10 consumers will open mail if it looks interesting. Marketers take note: One of the most effective ways to add interest is with relevant, personalized messaging and images that can make a mail recipient feel important and valued.

Enter variable data printing, a.k.a. VDP. With it, you can create postcards, letters and other mail formats that are specific to each recipient by featuring salutations, photos, graphics, content and promotional offers that have personalized appeal to each.

"Combining advancements in digital printing with today's best practices in database management, VDP lets marketers benefit from the cost efficiency of large print runs, but with personalization based on their demographic, psychographic and/or transactional information," says Bob Milroy, a 40-year veteran of small business direct marketing and former ad agency principal.

Three Data Essentials

1. Demographics. Marketers might want to begin personalizing with demographic information, which is often easiest to collect. It includes data on a person's geographic location, age, gender, marital status and income, among other factors.

"Using demographics to segment prospects and personalize communications, a bank, for example could promote mortgage loans to young couples with letters featuring photos of typical starter homes and special offers relating to low rates," says Milroy. "Through the efficiencies of VDP, the same print run could produce letters targeting older consumers with retirement planning services, along with photos of golf or gardening."

2. Psychographics. This information relates to a person's habits, interests, hobbies and values, and offers marketers another opportunity to further develop one-to-one content that inspires interest and action.

"An example here might be a promotion by a sporting goods store," says Milroy. "Through VDP, a single print run could produce mailers with fishing graphics for anglers, river scenes for canoeists and trail images for trekkers. Personalized URLs could also be featured to capture each individual's online response to an offer, further enhancing the one-on-one focus of the communications."

3. Transactional data. When business is conducted, transactional data can be captured in the form of a purchase or return, down payment, claim, deposit, withdrawal or similar action.

"Almost anyone who has their vehicle maintained at a car dealer knows firsthand the power of transactional data as applied to VDP," Milroy says. "Two months after an oil change, you're likely to receive a mailer noting that you are soon due for another. Most dealers will use variable data to try to cross-sell additional maintenance suggested by the manufacturer, or even upsell you to a new car purchase."

Missing Information

While certain organizations are highly data driven, others may not be so focused on customer information. So what's a marketer who seeks to benefit from the personalization of VDP to do?

"Online accounts, loyalty cards and even contest registrations are among ways to accelerate the accumulation of customer data," says Milroy. "Surveys are another and professionally commissioned research is one more." ■

If you need assistance in collecting customer data, cleansing it and applying it to drive better results on your next campaign, please let us know.

YouTube reports it has more than a billion users; almost one-third of all people on the internet. And each day they watch hundreds of millions of hours of video generating billions of views. Many marketers have seized the opportunities the popularity of video presents.

"Video is such an engaging marketing tool it can be used in all the places and ways in which a business currently connects with their customers, from videos used by sales reps in the field to web training videos to help educate prospects, customers and employees, and more," says Matt Byrom, managing director at Wyzowl, a U.K.-based video production company.

According to the *State of Video Marketing 2017* report by Wyzowl, 63% of businesses are using video as a marketing tool, and out of those, 82% feel video is an important part of their marketing strategy.

Those who don't embrace video? "Some business owners and marketers may only have knowledge of certain types of marketing video, and this means they are not considering all the ways in which they could engage with their market further," Byrom notes.

Following are seven tips for the novice video marketer to guide planning and execution . . . and drive better results:

1. **Take inventory.** "The best way to start is to think of all the touchpoints a prospect has with your brand before and after they buy," Byrom recommends. "This could include sales reps, your website, marketing literature, advertisements, marketing emails and more."
2. **Consider the sale cycle.** Brainstorm ideas for interesting ways to present targeted messaging during four distinct buying stages: awareness, interest, decision and action. "For example, at the decision stage, customer testimonials or 'about us' videos that show your team's expertise help to personalize your brand."
3. **Tap your resources.** With smartphones, tablets and quality webcams, nearly everyone in your organization can be a video content creator. And, capturing a variety of perspectives may offer new angles to storytelling that you hadn't anticipated.
4. **Build in interactivity.** "An interactive video can increase engagement and help a viewer get to more information that they want right away rather than a one-size-fits-all linear video timeline," says Byrom. Include calls to action, like subscribe, download or register.
5. **Keep it brief.** "In our survey, 50% of consumers said that they believe one minute is the ideal length for an explainer video," said Byrom, "while 33% said between one and two minutes. The more to-the-point you can make your video, the better it will be. Let your viewers watch right to the end and want more information rather than switch off part way."
6. **Repurpose.** Video content can also be used as blog articles, slide decks, interactive web experiences and more. All these things could alternately be turned into video.
7. **Measure.** Every business's engagement metrics will be different, but there are goals you can set. Some things to aim for: Collect X-number of leads with your videos. Maintain the attention span of over 60% of your target audience watching right until the end. Double your click-through rate for nurture campaigns by using video assets in email.

Let us know if you need help integrating videos into your next direct mail, email or website project.

Which content marketing goals will your B2B organization focus on over the next 12 months?

Fewer than 45% of B2B marketers cited the following goals:
Customer Evangelism/Creating Brand Advocates (42%), Upsell/Cross-Sell (38%), Cost Savings (16%), and Other (2%).

Source: *2017 B2B Content Marketing Trends North America:* Content Marketing Institute/MarketingProfs
Base = Content marketers, aided list, multiple responses permitted.
1,102 B2B marketers

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