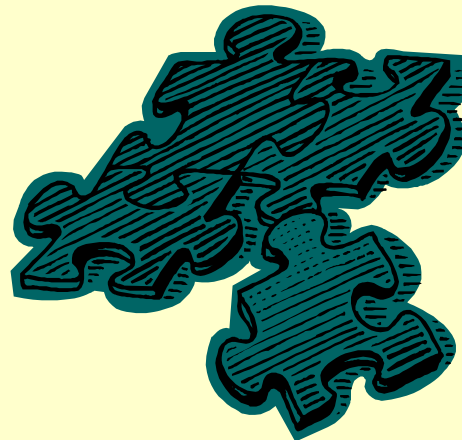


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# **Strategic Concerns - Evaluating the Pieces**



***Why use alternative  
prospecting methods?***

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***What are the strategic  
and tactical benefits?***

# Benefits of using alternative prospecting methods

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## *Three Types of Business Benefits*

- Testing Benefits
- Diversification Benefits
- Sales and Customer File Growth Benefits

# Benefits of using alternative prospecting methods *(continued)*

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## ***Testing Benefits ...***

- Access to new market segments *(reached with different media)*
- Avoid alerting competition about new products and offers *(using "private" mediums)*
- Less expensive media *(allowing more testing options)*
- Faster turnaround on test results *(utilize quick turnaround electronic media)*
- Stronger reliability of test results from multiple media

# Benefits of using alternative prospecting methods *(continued)*

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## ***Diversification Benefits...***

- ➔ Combat challenges in media availability
  - Lists pulled off the market
- ➔ Lessen the impact of the external environment
  - Major events - anticipated and unanticipated, impact different media differently (major political campaigns, war, etc.)
  - USPS problems (postal carrier dumping, Anthrax)
- ➔ Combat cost increases
  - Postage or Paper

# Benefits of using alternative prospecting methods *(continued)*

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## ***Sales and Customer File Benefits...***

- ➔ Broaden prospecting for segments more responsive to other media or approaches (more impulsive, more active, etc.)
- ➔ Become more accessible and available at the moment prospect/customer needs arise
- ➔ Different mediums may suit purchasing during different times in customer/prospect lives, or their lifecycle with your business

# **Media diversification improves multi-channel effectiveness**

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***A Boston Consulting Group  
research study of 400 retailers  
concluded:***

- ➔ Multi-channel marketers acquire customers more efficiently
- ➔ Multi-channel marketers convert one-time buyers to repeat buyers more successfully.

# The Myth of Cannibalization

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- Utilizing two mediums to reach the same audience doesn't usually result in cannibalization. They complement and reinforce each other.
- Examples: addition of eMail with the *identical* offer to a catalog will shift response but increase sales overall. The same is true for magazine ads and catalogs mailed to the subscribers.
- Every catalog is different, but so long as the offers and message are consistent (don't confuse prospects!), and timing is not too far apart (resulting in no impact), results should be better with two or more integrated mediums than each independently.



# Evaluating Media Choices

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**Consider: product, offer, customer characteristics**

- Printed vs Electronic Media
- Impulsive vs Considered Buying Decision
- Active vs Passive Media Interaction
- Single “Hero” product vs Lead Generation
- Targeted vs Self-selection
- Public vs Private
- Short vs Long Planning and/or Response Cycle

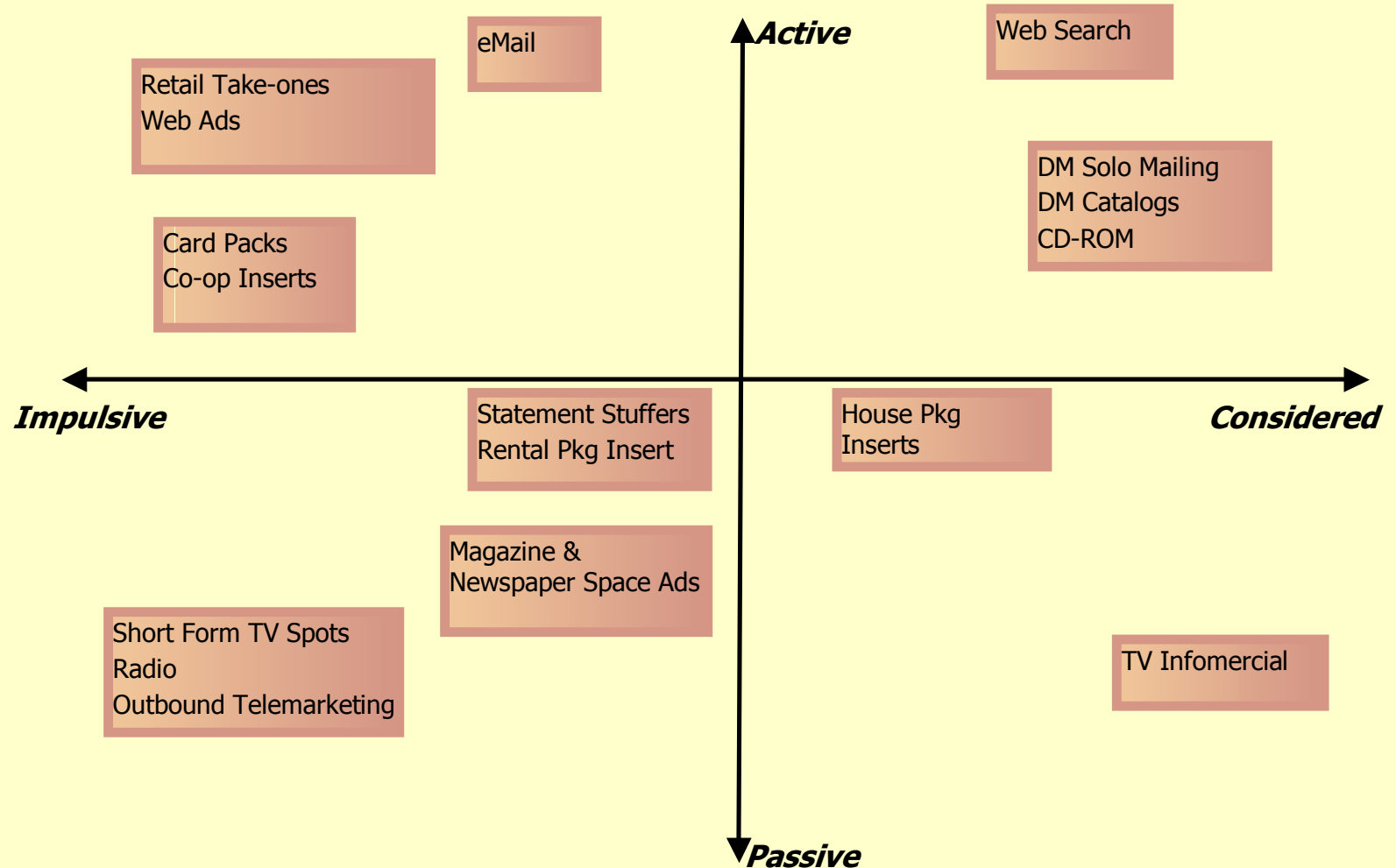
# Evaluating Media Choices

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## Printed vs Electronic Media

- Do your prospects feel more comfortable with traditional printed media?
- Are your prospects online or do some of your prospects favor TV or radio

# Impulsive/Considered and Active/Passive Media Continuums



# Targeted vs Self-selection Mediums

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**Response rates are higher for targeted media, but so are costs. Not all prospects can be reached by targeted mediums - self-selection mediums have the broadest reach.**

## Targeted

- Direct Mailed Mediums
- eMail
- House & Rented Pkg Inserts
- Web Search
- Outbound telemarketing

## Self-selection

- TV Mediums
- Radio
- Space Mediums
- Co-op Inserts
- Retail Take-Ones
- Web Ads

# Public vs Private Mediums

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**If you need to test a new product or brand without alerting competition or existing customers, you need to utilize private mediums.**

## Public

- TV Mediums
- Radio Mediums
- Space Mediums
- Retail Take-ones

## Private

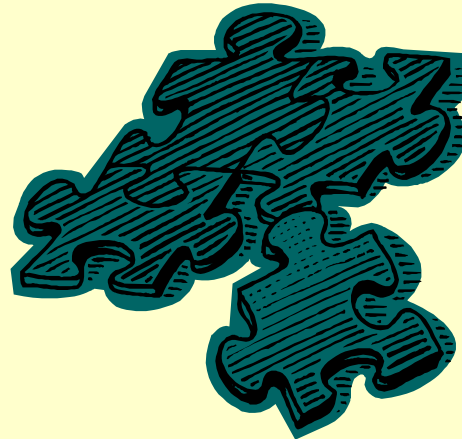
- Mailed Mediums
- Web Mediums
- Telephone Medium

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# Alternative Prospecting Pre-Conference Intensive

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## Summary – Putting the Pieces Together



# Selecting alternative prospecting approaches to try first

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Match your product line, customer target, and brand against the selection criteria

- Printed vs Electronic Media
- Impulsive vs Considered Buying Decision
- Active vs Passive Media Interaction
- Single “Hero” product vs Lead Generation
- Targeted vs Self-selection
- Public vs Private
- Short vs Long Planning and/or Response Cycle

# Selecting alternative prospecting approaches to try first (continued)

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- Evaluate which acquisition methods your competitors use repeatedly
- What is your overall budget for creative and media
- What is your required speed to market – how quickly do you need to acquire prospects



# Integrate Multiple Prospecting Approaches

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Capitalize on the opportunity for media to support one another – how can you maximize this benefit?

## Examples

- Design unique web landing pages for each alternative media
- Run space ads while direct mail hits subscriber mailboxes
- DRTV at the same time as space supports, especially large publications

# Utilize learning from similar media – don't reinvent the wheel

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- Offers
- Creative – copy and graphics
- Web landing pages
- Identify key prospecting merchandise that all prospecting approaches lead with... even catalogs and mini-catalogs

# Final Thoughts

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- Communicate plans and learning throughout the organization, especially your internal web team – they see orders from every prospecting effort.
- Track results and analyze not only individual promotions, but their impact on other media.
- Through analysis of prospecting results, strive to gain maximum benefit of integration among media.