



Marketing Marvels

How do you make a difference in today's competitive environment? Find the answers in this month's edition of **Marketing Marvels**. Our goal is to offer business insight and value, show you what's working now and share effective marketing techniques you can leverage in your business right away.

Business Insight--Media Planning:

The decision to develop a media plan for a print campaign may be a counter-productive starting point. How do you know where to spend the budget? Research is critical. Develop a detailed target profile that transcends demo/psychographics to include spending and media consumption habits, among other considerations. Consider the following for an effective media campaign that delivers results.

- 1) **Research** to build a complete target profile.
- 2) **Segment** your targets; Different media may be needed to reach different audiences.
- 3) **Define** objectives for geography, timing and communications levels.
- 4) **Prioritize** reach and frequency.
- 5) **Maximize** exposure through value-added opportunities.
- 6) **Evaluate** "creative" media options, i.e., guerilla marketing tactics, for uncluttered exposure.
- 7) **Negotiate** the lowest possible rates.
- 8) **Determine** metrics for success.
- 9) **Track** results for quick adjustments and optimization of media performance.
- 10) **Optimize** the media plan for maximum results and better ROI.

Client Success Story--Getting Results:

Client: Curad

Challenges: The marketing objective was to introduce a line bandages exclusively for kids--in a marketplace where the category was dominated by one brand.

Approach: The media strategy needed to be pre-emptive to reach Moms and called for targeted magazines. A media firm in our network utilized non-traditional, unique sizes to make the ads stand out and be virtually impossible to miss. The media buying challenge was to convince the magazines to adjust their standard ad sizes, and for some publications to run "snipes" on front covers.

Results: This plan generated high visibility at no extra cost, compared to traditional ads. As a result, the brand became a well-known player in the category and recognized by Moms, achieving a 42% share of the kids' bandage category. Curad for Kids achieved a #1 market share that holds to this day.

What's New & Effective:

Email Marketing. A provider in our network developed this email marketing application, which

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allows users to send a plain text and HTML-formatted e-mail message to a selected group of recipients Very inexpensive, at less than two cents an email, with no minimums! Create different lists for different targets. Control the database. Easy to use, with professional tracking analysis.

Interested in meeting these firms or other ones? At no obligation, call the MDNYC today!

About the MarketingDeptNYC (MDNYC)

Today's economic realities call for more streamlined and more cost-efficient ways to get work done. The **MDNYC** represents an exclusive network of over 30 small, affordable, best-in-class marketing firms to handle your marketing needs--better, faster and for less. We provide free needs analysis, and like Marketing Matchmakers, we successfully pair businesses with the best provider to meet specific needs, within the means of virtually any budget. Introductions to pre-screened, qualified companies are free of charge. Pay only for the cost of their services, at rates well below those of the agencies. Our services are free to you because we are compensated by the providers in our network.

Our breadth of services includes:

- Marketing strategy, planning and development
 - Creative development (all mediums: websites, multimedia, print, TV, radio, direct mail, trade shows)
 - Media planning and buying (all mediums)
 - Public relations
 - Customer Relationship Management (call centers and fulfillment)
- and more.

Visit www.marketingdeptnyc.com for more information.

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Need to generate brand awareness, create buzz, acquire new customers or retain existing ones? Turn to the **MarketingDeptNYC**. Call us at 212-772-6992 or email us at Info@marketingdeptnyc.com for solutions to your outsourced marketing needs.

Best Regards,

Michele Harris
President & Chief Matchmaker

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