



Marketing Marvels

How do you make a difference in today's competitive environment and economy? Find the answers in our November issue of **Marketing Marvels**. Our goal is to show you what's working now, offer business insight and share effective marketing techniques you can implement right away. Last month's issue offered tips on evaluating creative aspects of your ad campaign. Creative is the "sexy" component of advertising, but it's only half the equation; media is the other half. Great creative in poorly planned media is wasted advertising.

Business Insights: Media Buying

The decision to develop a media plan for a print or online campaign may not be the optimal starting point. How do you know where to focus spending? Print? Radio? Internet? TV, Outdoor? Each medium has its own strengths and advantages. How much should you spend? Be aware of the following media considerations to develop an effective campaign that delivers against your marketing and business goals.

- 1) **Goals and Desired Responses:** Are you interested in generating brand awareness? Seeking telephone calls? Registrations? Signups? Product trials? Sales? Looking to drive retail foot traffic? What do you want the target to do as a result of seeing your ad?
- 2) **Category Research:** Where are your top competitors spending their budgets? This information may present opportunities to thwart and circumvent the competition, and also help you make an internal case for a larger budget. Some resources include: [http://www.netratings.com/AdRelevance 3.0](http://www.netratings.com/AdRelevance); www.competitrack.com; <http://www.tnsmi-cmr.com>, to name a few.
- 3) **Target Analysis:** In addition to demographics and psychographics, have you considered media consumption habits and buying patterns? Is your target diverse or homogeneous? Different media may be needed to reach different target audiences more effectively.
- 4) **Customer Worth:** How much does it cost to acquire a new customer in different mediums? Does your company have history to use as a guide? What's a customer worth?
- 5) **Negotiate the lowest possible rates:** Do you have a seasoned expert planning and buying your media? Use a media buying firm with clout to get the best rates, and benefit from their media savvy and research tools to help you develop the most effective program to meet your objectives.
- 6) **Value Adds:** Are you maximizing exposure through value-added opportunities across different mediums? (For example, are print buys leveraged to garner internet placements?)
- 7) **Target Creative:** Is the creative designed for the media? Reformatting a TV spot into a banner is not necessarily creating a synergistic campaign--it's wasting your money. Ensure the creative is designed to take advantage of the media environment.
- 8) **Borrow equity:** Have you considered event sponsorships or content integration deals to target your audience leverage another company's brand equity?
- 9) **Test:** Invest in test programs before expanding nationally or spending big.
- 10) **Success Metrics:** How will the program's success be measured? Are tracking mechanisms in place to track the program's results?





Need help finding the best partner to meet your specific needs? [Contact](#) the MarketingDeptNYC today!

Missed last month's issue on tips for [Reviewing Creative?](#) Click [here](#) for the PDF file.

For more business insights and marketing tips, feel free to view previous issues of [Marketing Marvels](#) archived online.

What's New & Effective?

Inside Sales Support: Lead Generation

Looking to grow your sales pipeline of leads and prospects? Put a team of experienced sales professionals with track records of success generating new business, to work for you. Sales professionals make calls on your hit list, and sets appointments for your management team, as your on-demand sales force. Services include lead generation, follow up from business meetings and trade events, appointment setting and databases scrubbing for greater results. Salespeople represent themselves as employees of your company--even using your voicemail and email system for client communications. Senior sales talent without the hassles, salaries, expenses, recruiting costs and logistics!

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Propaganda:

About the MarketingDeptNYC, Inc.

The MarketingDept is an innovative marketing outsourcing firm that matches businesses with best-in-class providers. A free resource to businesses, the MarketingDept provides complimentary needs analysis, and like marketing matchmakers, we successfully pair businesses with the best-in-class provider to meet specific needs--better, faster and for less. Introductions to one or two pre-screened, qualified service providers are absolutely free of charge, because we are compensated by the providers in our network for providing outsourced sales support. Interested in meeting a group of identical firms? Our affordable agency search consultancy services are available.

Our services includes the following practice areas:

- **Marketing strategy, planning and development**
- **Public relations**
- **Online creative development** (websites; online advertising; email marketing; multimedia CD-Roms)
- **Offline creative development** (graphic design; direct mail, print, television, radio, trade shows)





shows)

- **Promotions, sweepstakes and contests** (online and offline)
- **Media planning and buying** (all mediums)
- **Book publishing and distribution**
- **Customer relationship management** (fulfillment and call centers)
- **Technology development and support**
- **Sales support**
- **Network security**

and more.

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Let us save you time and money and help you find solutions to your outsourced marketing needs.

We look forward to the opportunity to assist you with your company's growth and success.

Best Regards,

Michele Harris
President & Chief Matchmaker

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