EFFECTIVE MARKETING

WHEN STUFF NEEDS TO HAPPEN

Albert Einstein once remarked, "The only reason for time is so that everything doesn't happen at once." Think about it, how ineffective life would be if there was no process for it to happen… if time did not exist to mark our decisions or guide our actions?

Let me ask you a question: How effective was your last enrollment marketing effort from the perspective of time investment and net results? If Einstein would have been able to review your last direct mail marketing campaign, would he have complimented you on the efficacy of how you used your time, or would he have wondered why you put any time into it at all?

What does make an enrollment campaign effective? How is your time best spent? It begins with knowing what you want to say[1] who you want to tell,[2] and how to reach these folks.

From our experience, direct marketing campaigns represent a significant advantage when you are targeting a customer that is most likely to buy your product or service. We call that database profiling. Although it has been around for a long time, technological changes have made it a whole new business. Mass mailings have given way to surgically precise campaigns that are marketed to specific customers with unsurpassed accuracy. Using all this data to produce more effective direct-response campaigns is another matter. That's where customer profiling comes in. It starts with the list you buy to do your campaign.

PROFILING

Factors to consider when you're considering a list purchase:

Affinity profiling analyzes current buying habits to better match the customer to the product. Using information on what kinds of products a particular customer is buying, you build an affinity matrix showing how that customer would be stimulated to purchase a variety of related products. This type of analysis requires that you have detailed customer information for campaign success.

List Profile — Survey, Affinity, Demographic, Lifestyle, Mapping, Cluster Coding

Demographic information can be used effectively to build profiles. Demographic data alone can be effective in segmenting the market for certain products for which such factors as age, marital status, and income are key determinants of who buys.

Lifestyle coding can be used to enhance basic demographic information. The rationale is simple: People in certain demographic categories are likely to have similar hobbies and other interests.

Mapping is another useful tool in building customer profiles. Census data, topographic information, geographic coordinates, and zip+4 postal data can all be fed into a computer, yielding maps that can be coded and shaded to reflect certain characteristics of consumers in a particular neighborhood.

Cluster coding has become a popular means of grouping people by lifestyle characteristics. You've no doubt heard such terms as Urban Up-and-Comers, Settled In, and White Picket Fence used to describe market segments. These are clusters--groups of consumers in which various demographic factors suggest a certain lifestyle. Each cluster is given a score according to affluence, and the names suggest social position, activities, and aspirations.

Survey data can be used to enhance the effectiveness of demographic, lifestyle, and other forms of data in building profiles. Data collected directly from customers via application forms, customer surveys, and credit histories is referred to as internal demographic data. It typically provides a more personal portrait of the customer than data collected from, say, motor vehicle bureaus or the Bureau of Census, which is referred to as external demographic data.

Contact one of our Marketing Associates at 262-338-8538 and discuss how direct mail marketing and cutting edge print and design strategies can help preplan your next marketing campaign. We can help you develop a vision and mission statement, and assist in the development of a winning marketing plan. When you sell your product or service keep in mind that you are not just selling but your are recruiting customers through a strategy designed to capture their interest, make them think and eventually commit to joining your product and services team. Contact Pointer Marketing today and see why we always say "We're not the only choice, but we're honestly the right choice."

1 See Best Practices: Preplanning: www.catholicschoolsmarketing.com/white papers.html.

2 See Best Practices: Reasonable Marketing: www.catholicschoolsmarketing.com/white papers.html.