Grant
COMMUNICATIONS LLC

Marketing Mix Management

- **Traditional Media**
- **Web & Internet**
- **Checklists**

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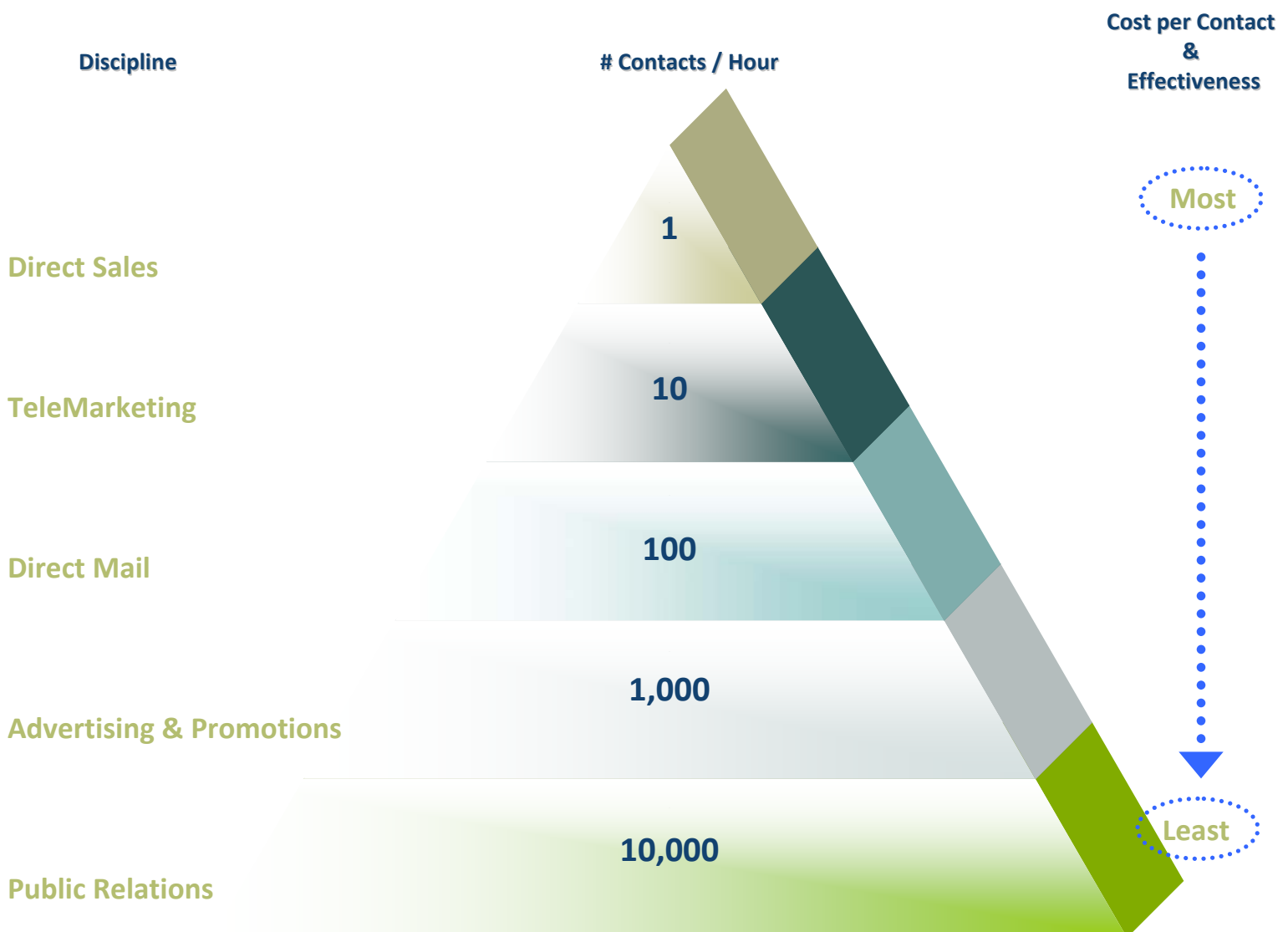
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Get Results

Marketing Mix Management

We offer our clients help in deciding how to best market their products and services. Generally, a mix of activities yields the best results. Relative proportions shift from industry to industry. For example, sales of expensive capitol equipment, houses, and cars generally involve direct sales efforts, while vendors often sell smaller items through catalogues and the Internet. Interestingly, a Web site bridges all these marketing activities. Companies use their Web sites for public relations and advertising purposes and e-commerce sites produce sales online. Web visitors register for e-mail newsletters or self qualify themselves as prospects enabling the vendor to contact them directly. A properly designed Web site will be your most cost effective source of qualified leads.

The goal of marketing mix management is to combine passive and active marketing activities to optimize revenues. We offer the Marketing Activity Pyramid below and the Marketing Mix Activity Table on the following page as a beginning point to start our dialogue to help you increase the effectiveness of your marketing efforts.

Discipline	# Contacts / Hour	Cost per Contact & Effectiveness
	1	Most
Direct Sales		
TeleMarketing	10	
Direct Mail	100	
Advertising & Promotions	1,000	
Public Relations	10,000	Least

Marketing Mix Activity Pyramid. *Use lower steps to yield qualified prospects. Direct sales calls costs the most per contact, but when made on qualified prospects, yields the most revenue.*

Marketing Mix Activity Table

Activity	Active or Passive	Actions / Results
Web Site	**Active / Passive**	➤ Web visitors match your services and products to their needs and qualify themselves through your Contact Us form or through your contact information. Your Web site should be your most cost effective means of generating qualified leads, ➤ Customers, prospects, and competitors have free access to your information.
Direct Sales Calls	**Active**	➤ Face-to-face contact with qualified prospects builds rapport and leads to orders.
Telesales Calls	**Active**	➤ Phone contact with qualified prospects builds rapport and leads to a direct sales call or an order over the phone.
Telemarketing	**Active**	➤ Phone contact with potential customers identifies needs they have that your product or service meets. When there is a match plus an intention to purchase, you have a qualified lead.
Direct Mail	**Passive**	➤ Send mailer to target lists generated from client database, leads from advertising, Web site, and telemarketing activities. Material could go through snail mail, e-mail, or fax blast. Be sure to remove names as requested, ➤ Send mailer to lists purchased from trade organizations or other services (direct mail only), ➤ Employ mass mailing service such as Value Pak or SuperCoups, ➤ A monthly postcard program may provide cost effective contact at an ideal frequency.
Advertising / Promotions	**Passive**	➤ Target trade journals and other publications read by users of your product or service, ➤ Participate in trade shows serving your market, ➤ A free introductory program or limited time special offer may drive business your way.
Public Relations	**Passive**	➤ Write press releases describing all significant developments including new product introductions, changes in organization, acquisitions and mergers, and business performance ahead of plan, ➤ Build mailing list of trade journals and other publications your users read, ➤ Develop relationships with editors of targeted publications to enhance placement probability. Placing ads in these publications practically ensures publication of your press releases.

Get Results

Business Development Checklist

Review internal and external sources for these activities, then allocate monetary and labor resources to accomplish your objectives. Per budgets, revise your allocations to meet your monetary budget and establish tactical action steps to complete.

Strategic Planning
- Revenue Goals
- Marketing Expenses
- Sales Action Plans
- Staffing Guidelines, VAR's
- Marketing Plan
- Historic Trends
- Industry Review
- Policies and Procedures

Competition Review
- Pricing
- Market Share
- Key Clients
- Positioning, S.W.O.T., Literature

Active Components

Direct Sales
- Skills Assessment
- Skills Training
- Establishing Quotas
- Call Activity
- Booking Pace
- Account Management
- Territories
- Vertical Markets and Segments
- Account Insulation
- Planning
- Scripting
- Administration
- Reporting

Telemarketing, "Building The Pipe"
- Scripting
- Target List Acquisition
- Call Goals
- Account Transfer Procedures
- Administration
- Reporting

Active/Passive

Web Site
- Register Domain Name
- Establish Communications Goals
- Site Mapping, or Architecture
- Vendor Review & Selection
- Production Review, Graphics & Layout
- Select Internet Service Provider
- Measurement of Results

Establishing Corporate Identity
- Logo Stationary, Business Cards
- Corporate Brochures
- Broadsides , Catalogs
- Data Sheets
- White Papers
- Evaluate Need for Toll-Free Service

Passive Components

Direct Mail
- **Message Vehicles-**
  - Newsletters
  - Personalized Form Letters
  - Postcards
  - Mass Market Territory Mailers
  - Product Updates
  - Direct Response Cards
  - New Releases
- Mail House Evaluation
- List Management
- Direct Sales & A/R Databases
- List Brokers
- Web Database
- Fax Blast Management
- E-mail Scheduling (to Nicknames Only)

Advertising/Promotions
- Advertising by Segment Goals & History
- Print Newspapers
- Magazines
- Trade Publications & Associations
- Directories & Registries
- Yellow Pages
- Internet Banner Ads
- Airport Diaramas
- Billboards & Signage
- Fleet Vehicle Signage
- Trade Shows- Booth Design, Placement, Giveaways
- Production & Placement Considerations
- Design, Layout, Media Placement
- Photoshoot Coordination
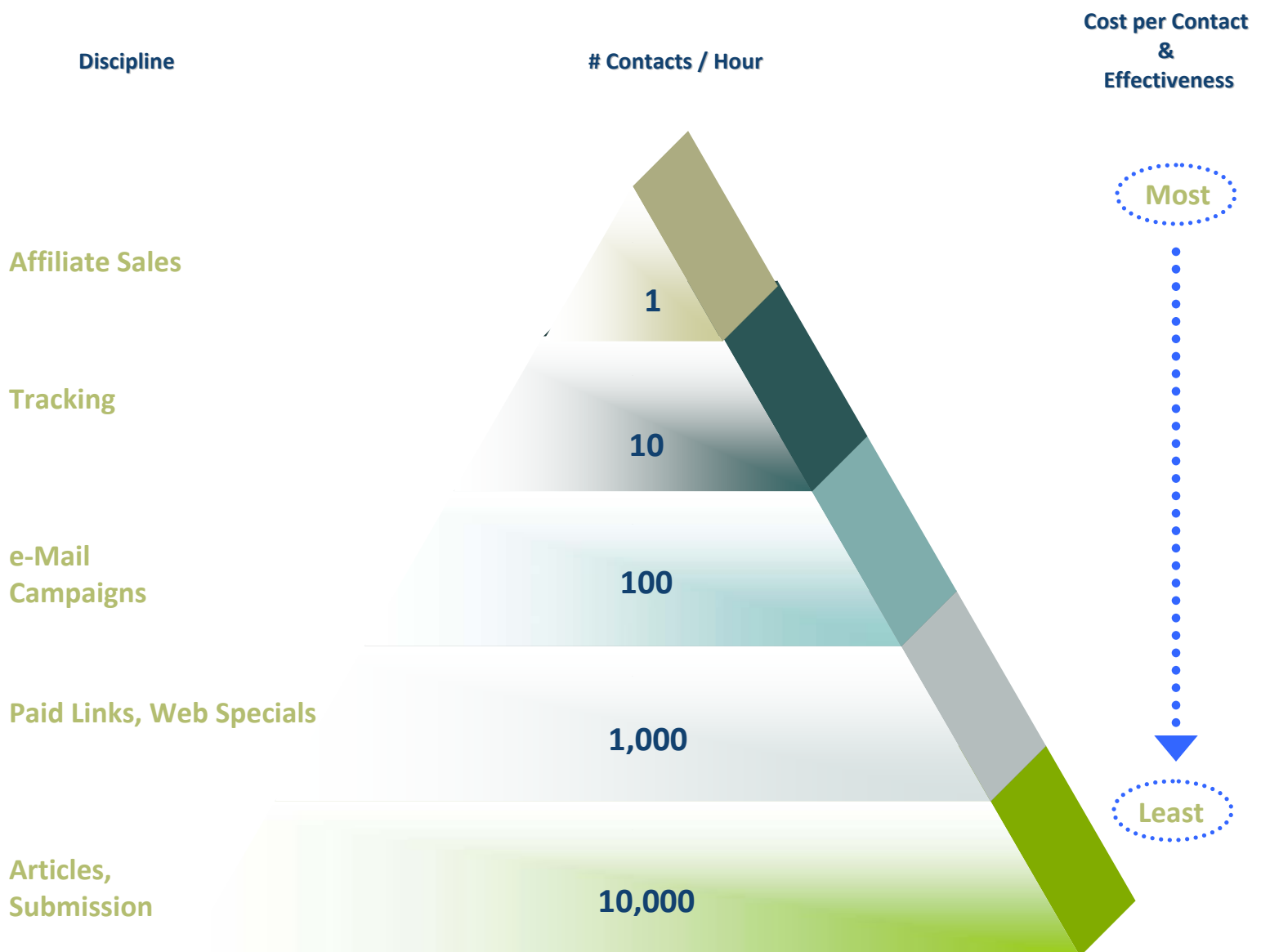- Seasonal Promotions
- Client Specials

Public Relations
- Corporate Fact Sheet
- Executive Profiles (Bio's)
- Press List Acquisition
- Release Submission Schedule
- Key Contact Follow Up

e-Marketing Mix

Taking the traditional marketing mix pyramid, we can apply rules of logic in extending the same principles for Internet marketing. This logical extension to other follow-on activities also allows for reviewing potential tracking vehicles for each strategy.

These are IN ORDER of decreasing effectiveness, and also in order of decreasing anticipated cost per touch/contact. Note: Operational site maintenance or other company operations direction items follow all marketing-related points. These expenses shouldn't be included as part of marketing and promotional activities. If they are, then budgets for marketing should be decreased proportionally.

Finally, carrying over some of the ideas found on the 'e-Marketing Mix Activity Table' can be extended into the equivalent "e-Marketing Business Development Checklist". For budget and tracking purposes.

Discipline	# Contacts / Hour	Cost per Contact & Effectiveness
Affiliate Sales	1	Most
Tracking	10	
e-Mail Campaigns	100	
Paid Links, Web Specials	1,000	
Articles, Submission	10,000	Least

e-Marketing Mix Activity Chart

Activity	Active or Passive	Actions / Results
Affiliates	**Active**	➢ Establish target sites and sales goals. ➢ Determine needed PPC and needed tracking to support ➢ Pay commissions in a timely fashion.
Reporting	**Active**	➢ Phone contact with potential customers identifies needs they have that your product or service meets. When there is a match plus an intention to purchase, you have a qualified lead. ➢ Phone follow-up with established volume purchasers ➢ Call promotions and contest winners
e-Mail Campaign Development	**Passive**	➢ Use third party ASP (Applications Service Provider) to manage and maintain list accuracy. ➢ Be sure to remove names as requested, ➢ Send mailer to lists purchased from trade organizations or other services, ➢ Employ mass mailing service such as Value Pak or SuperCoups, and ➢ A monthly coordinated campaign and messaging will provide the most cost effective contact at an ideal frequency. ➢ "Send a Friend" link scripting to the web site. ➢ Past purchaser "exclusive specials"
Advertising / Promotions	**Passive**	➢ Update specials page. ➢ Product "spotlights" ➢ Identify and implement "calls to action" ➢ A free introductory program or limited time special offer may drive business your way. ➢ Determine need for directory advertising through paid link programs. ➢ Social 2.0 marketing to promote viral campaigns, using Facebook, Twitter, gadgets. ➢ "Gift for Purchase" program ➢ Online chat or direct phone support ➢ Polling and voting to enhance client usage and prompt return visits.
Public Relations	**Passive**	➢ Target trade journals and other publications read by users of your product or service, ➢ Write press releases describing all significant developments including new product introductions, changes in organization, acquisitions and mergers, and business performance ahead of plan, ➢ Build mailing list of trade journals and other publications your users read, ➢ Develop relationships with editors of targeted publications to enhance placement probability. Placing ads in these publications practically ensures publication of your press releases. ➢ Submit articles and releases to both press release sites and industry directories, to maximize back link potential.

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e-Marketing Development Checklist

Active Components

Affiliate Sales
- o Manufacturers Representative Model
- o Online Affiliate Model
- ➤ Account Management
  - o Territories
  - o Vertical Markets and Segments
  - o Account Insulation
  - o Administration
  - o Reporting, Web Access

Reporting and Analysis
- ➤ Analytics, Installation and Review
  - o Ranking
  - o Sales-to-Marketing Budget Mix
- ➤ Inbound Links
  - o Tracking Link Partners
  - o Anchor Text Used
  - o Target Industries, Verticals
  - o Minimum PR, Site and Page
- ➤ Site Usability Studies

Passive Components

Direct Mail
- ➤ Message Vehicles
  - o Newsletters
  - o Personalized Form Letters
  - o Product Updates
  - o New Releases
- ➤ ASP (Applications Service Provider)-
  e-Mail House Evaluation
  - o List Management
  - o Branded e-Mail Template
  - o Messaging, Specials
  - o Send-to-Friend
  - o Scheduling
- ➤ Direct Sales & A/R Databases
- ➤ List Brokers
- ➤ Web Database
- ➤ Internal Broadcast E-mail Scheduling (to opt-ins only)

Advertising, On-Site
- ➤ Advertising by Segment Goals & History
- ➤ Seasonal Promotions
- ➤ Client Specials
- ➤ Rotational Specials/Seasonal Banners
- ➤ Featured Products, Specials

Passive Components

Advertising, Off-Site
- ➤ Sitemap-G Program
  - o Directory Maintenance
- ➤ Link Partner Maintenance
  - o Industry Directory Submissions
  - o Submission Follow-up
- ➤ Industry Article Writing
  - o Article Directory Submission
  - o Submission Follow-up
- ➤ Back Link Tracking

➤ **Competition Audit**
➤ **Rank Audit**

Promotions, On-page
- ➤ On-site expert, or avatar
  - o "Dear Abby" expert
  - o Live Chat
  - o FAQs
- ➤ Polling
  - o New Products
  - o Service Ratings
  - o Incentive for Participation
- ➤ Videos/Flash Slideshows
  - o "How to"
  - o Product Line Tour
  - o Assembly, Factory Tour
  - o Life Cycle Tour
  - o Inquiry> Sales> Production>
    Fulfillment> Satisfaction> Inquiry>
- ➤ Vendor/Partner "Best Of" page
  - o Top Listings to Link Partners
  - o Barter for Back Links
- ➤ Give-Aways

➤ **Rank Audit**

Promotions, Off-Page
- ➤ On-Site Videos
  - o Post to Social 2.0; Youtube, Myspace
  - o Submit to Google
- ➤ External Partner Link Requests, to Static Pages
- ➤ On-Page "Expert Advice"
- ➤ Post to Blogs
- ➤ Facebook, Myspace Posts

➤ **Competition Audit**

Public Relations
- ➤ "Expert" and Blog Articles
  - o Article Re-Writes, for Directory Submission
- ➤ Identify Top Niche Industry Public Relations Directories
  - o Cost per Submission, Verification
  - o Rank & PageRank Verification

➤ **Competition Audit**
➤ **Rank Audit**

Summary

Let us help you define the optimal marketing mix for your business and produce the marketing communications tools you need to implement your plan. We provide:

- ➢ Web sites customized for clients' business
- ➢ Sales materials including
    - o sales kits
    - o PowerPoint presentations, convert to Flash for web.
    - o brochures
    - o white sheets
    - o telephone scripts
    - o trade show graphics
- ➢ Direct mail pieces
- ➢ E-mail campaign coordination
- ➢ Ads and advertising campaigns
- ➢ Press releases, articles.
- ➢ Submission to online directory and press release factories
- ➢ Inbound link management
- ➢ Complete Reporting and Metrics-Management
- ➢ *… and much more!*

We are a full service agency and we do it all. We extend your corporate branding to all marketing communications pieces. Please phone (603) 715-5445 to discuss your needs and dreams with one of our representatives.