

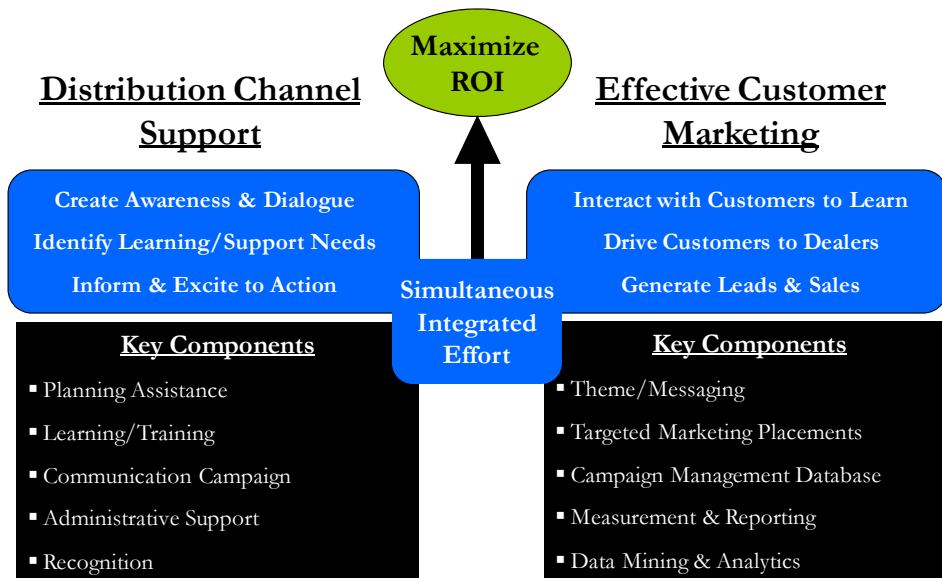
Maximizing Business Results Through the Integration of Data-driven Marketing and Improved Channel Effectiveness

By: Mark James & Associates and SmartBase Solutions

Scenario: Fortune 50 manufacturer was looking for a way to increase sales and market share for a proprietary line of aftermarket products sold through its dealer channel. An integrated and measurable dealer support and customer marketing strategy was needed as their traditional dealer sales model was not a cost-effective approach for this line of products.

Challenge: To implement an integrated solution that simultaneously drives product awareness/visibility, dealer education/sales support and sales to end-user customers while generating a positive ROI and accretive first year results.

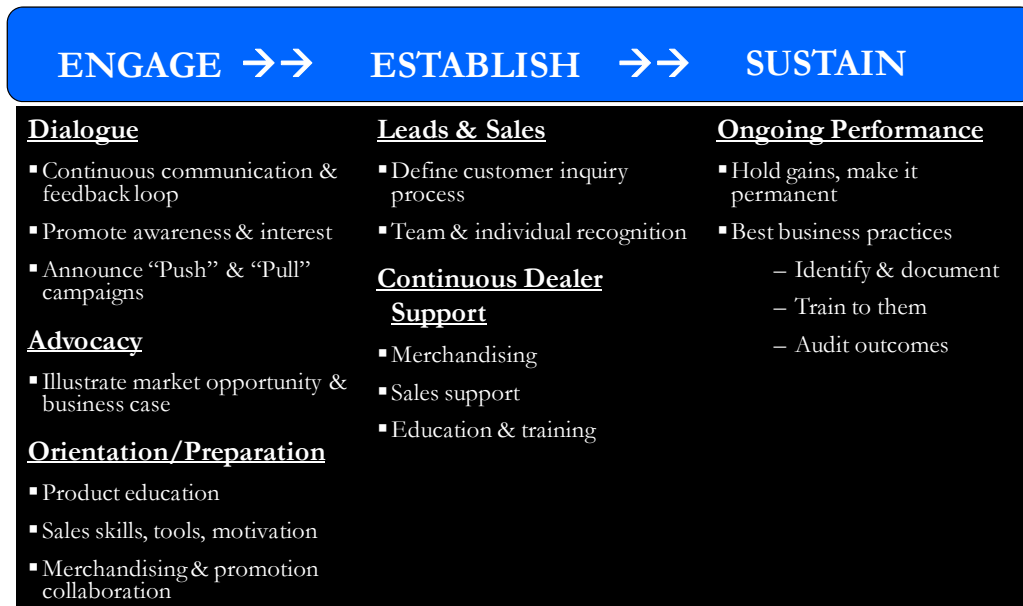
Solution: Mark James & Associates partnered with SmartBase Solutions to develop a unified marketing strategy to grow sales for this key product line. The strategy integrates data-driven marketing with a comprehensive dealer support system.



This proven case study illustrates how the integration of a channel "push" strategy consisting of planning assistance, knowledge and skill building, recognition and focused sales tools with a highly targeted customer marketing "pull" strategy can effectively close the marketing loop.

Distribution Channel Support (Push)

To engage dealers and their employees, dialogue was initiated through a regular communication campaign. This included an illustration of market opportunity and business case for the product line for each dealer territory. This was followed by specific dealer orientation and training deliverables to prepare dealers to effectively close more sales. Data-driven direct marketing increased interest in the products, generated leads and/or moved customers to contact their local dealer. To sustain the resulting gains in sales and market share, continuous evaluation and measurement led to identification and implementation of manufacturer and dealer business best practices.



Part of the strategy included an audit after each communication to determine return on investment and the overall success of each of the components.

Some of the tools used for the distribution channel support strategy included a dedicated website for dealers that included access to:

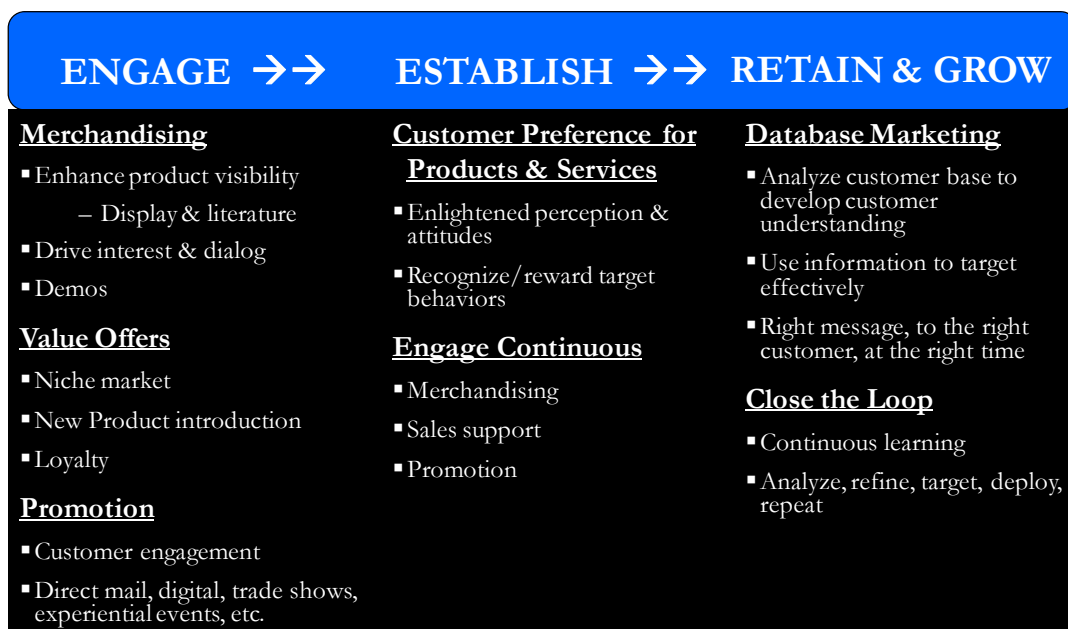
- ✓ Product and campaign communications
- ✓ Lead and sales tracking tools
- ✓ Product learning library and quizzes
- ✓ Frequently asked questions
- ✓ Marketing library - Print materials and success stories
- ✓ Dealer administration support tools
- ✓ Sales awards

In addition, interactive sales kits that include demonstration and competitive comparison videos were distributed to dealers and customers to enhance overall education and product awareness. Point-of-purchase merchandising displays were distributed targeting both dealer employees and customers currently purchasing the products.

Dealer’s sales results were recognized through individual rewards and group travel for top producing dealers.

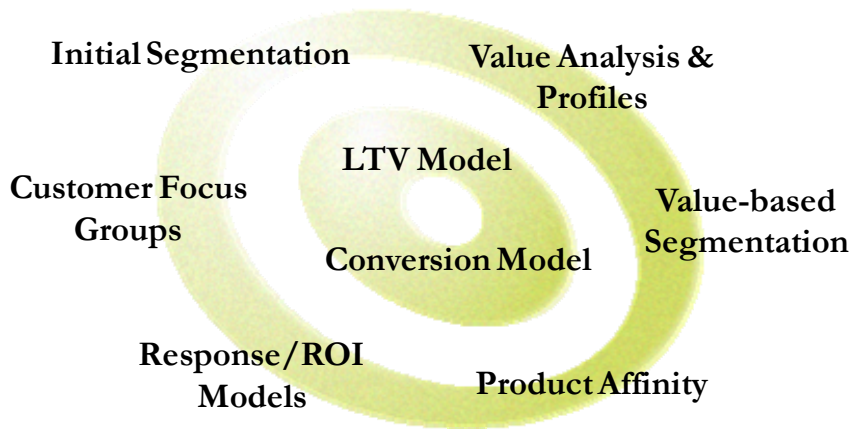
Effective Customer Marketing (Pull)

Customer marketing was designed to create awareness for products, drive customers to contact their local dealer and generate leads. Extensive database marketing and robust analytics enabled measurement and ongoing refinement of the campaign.

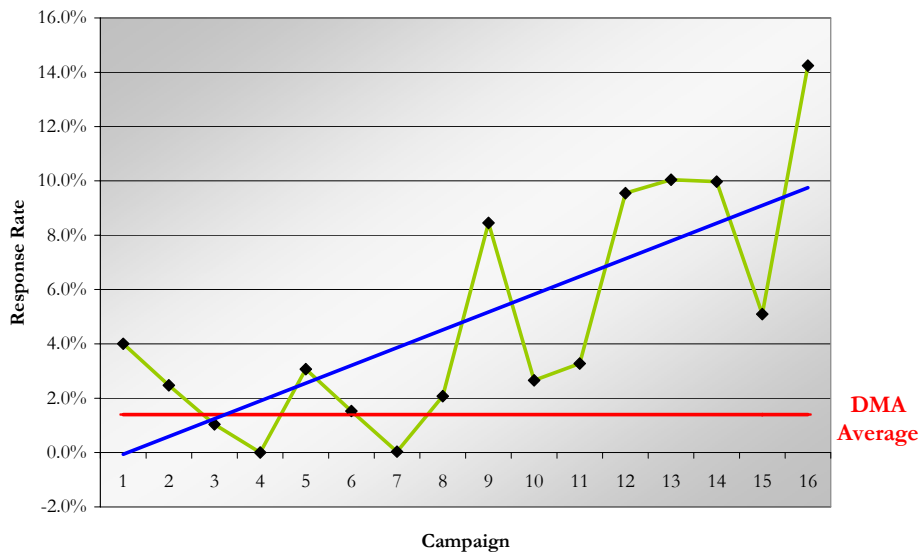


As the program progressed, the analytics evolved and so did customer awareness and purchase behavior. This knowledge was used to design marketing placements that target new and existing buyers who are most likely to purchase, be happy with the products and refer others.

Analytical models isolated a premier group of over 20,000 customers that are 10X more likely to buy and 4X more valuable.

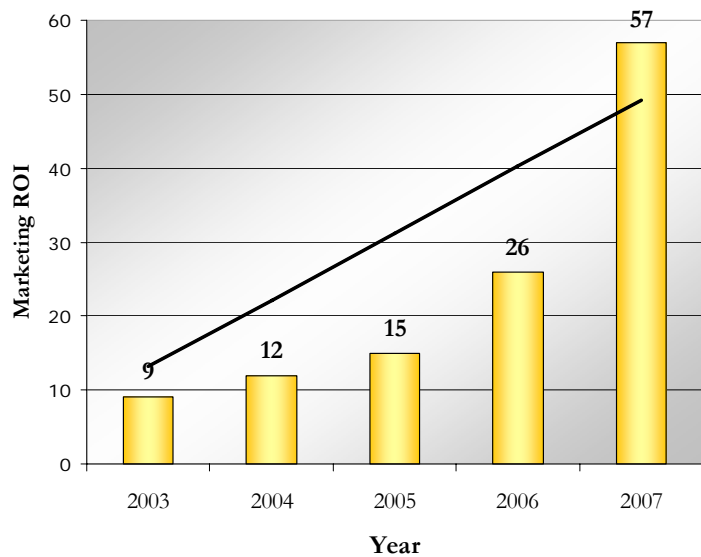


Testing segmented messaging targeted to different customer groups based on their profiles while varying images and value offers enabled continuous learning and effectiveness of marketing.



Proven Results

In year 6, this integrated strategy is returning \$60 for every \$1 of marketing spend.



Furthermore, a baseline was established at the beginning of the program so that incremental gains from the strategy could be measured. Average revenue/customer has increased 35% as of year-end 2007.

Mark James & Associates provides data-driven direct marketing and performance support solutions that help clients to deliver their brand promise and maximize sales and profitability. Core expertise areas: Fact-based strategic thinking, tactical execution and measurement. The company specializes in the integrated design, deployment and measurement of direct marketing with strategies/tactics that raise organization and channel effectiveness.

Smartbase Solutions is a full service database marketing company offering flexible, customized solutions to measure, analyze, and improve marketing and sales activities based on actual customer behaviors. A certified women-owned business, dedicated to helping clients leverage their customer data so they can make better business decisions.