

Build & Maintain Your Business Pipeline

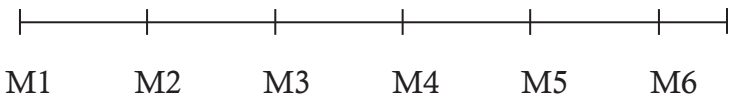
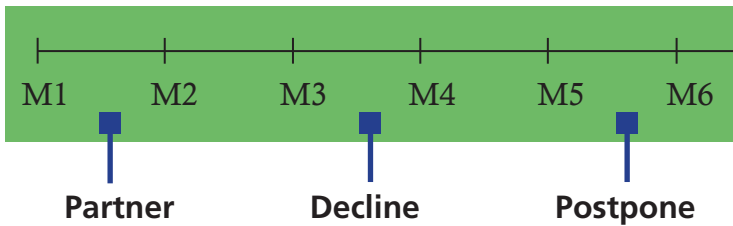
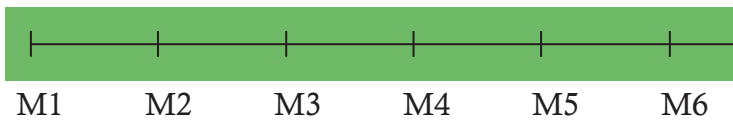
**A Presentation
to the Institute of
Management Consultants**

**Presented by
United Direct Marketing Inc.**

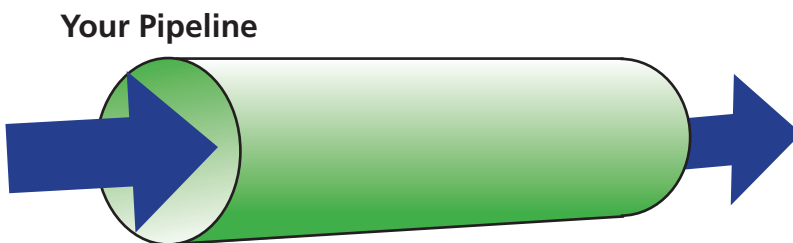
**Samta Jain
sjain@udm1.com
714.547.9960**



The Continuous Conflict



Word of mouth marketing – the best there is...but insufficient
Direct Marketing can be very effective for lead generation



Underlying assumptions:

- You represent an independent entrepreneurial consultancy
- You are currently not using direct marketing to prospect or acquire new business
- There are opportunities to introduce your organization to targeted audiences (suspects) that who have never heard of your firm
- People do not buy consulting services in response to an offer or on impulse.
The decision making process is long, calculated and (ought to be) thorough.

Conclusion

Thus, consultants can effectively use direct marketing for lead generation.
I would not recommend using it to close new business.

Popular channels of Direct Marketing

- Direct mail
- Email/web
- Phone
- DRTV

Direct Mail

Type: Postcards, self mailers, letters

The most effective means for branding and lead generation considering budgets and time.

Email/Web

Type: Emails, websites

Great for once you're in the door. Will be effective for sending communications after people have *opted in* to hear from you.

Phone

More acceptable in B to B. Tends to be more useful when associated with another promotion.

DRTV

TV spots, DVD's, cd's

Time consuming, expensive, but can be highly effective for your environment. Ex. Record yourself speaking on various topics/subjects you specialize in and market it to acquire speaking engagements.

Myths about Direct Marketing

- It doesn't work
- Expect low response rates
- People don't read it/have time to read it

Direct Mail

Advantages

- You can control quantities and drops
- Design and produce at one time or multiple times
- Send to targeted audiences
- Reliable
- Tangible

Disadvantages

- Can be \$\$ compared to e-communications
- Can't track read rates or clicked icons as in e-communications
- Slower than email/web

Email

Disadvantages

- Read rates can be misleading
- Many regulations on renting/buying email lists and sending email campaigns
The rules and regulations are constantly changing
- Can be considered invasive – If it comes from someone unknown it's more annoying to most people than receiving an unknown piece of direct mail. Our email boxes are more personal to us. It's much harder to get someone's email address than their business/home address
- People can choose to trash without opening it

The Truth

1. Any form of direct marketing needs to be based on a strategy
2. Purpose (in your case) is to brand and expand awareness of the consultancy
3. Direct marketing is a process and an investment. Do not expect miracles after one, two, or even three drops. Be realistic in performance expectations
4. People *will* read what is important to them *if* it's communicated in an interesting, "easy to understand" manner
5. All forms of direct marketing are measurable and track-able, therefore accountable

Tools for developing a comprehensive strategy and objectives

1. What do I want this direct marketing campaign to do?
i.e. Brand, close new business, increase depth – more business within current clients
 - We've already determined the purpose is for lead generation
2. What are my expectations of this direct response campaign? (Be realistic and clear)
i.e. I want it to lead to 3 new speaking opportunities, I want 2 new organizations to inquire after my services
3. What do I want my prospects to do?
4. What is my budget for this direct marketing campaign?
5. What (if any) regulations do I need to follow?

Components of any Direct Marketing Campaign

- Copy
- List
- Package

Tool for getting all 3 right: The Creative Brief

1. Include the strategy

2. State of the Business

- a. Current state of business – ex. People that have never heard of the company
- b. Prospect and client perceptions
- c. My other marketing collateral (website, brochure)

3. Target Audience(s)

- a. Define the target audience-age, gender, geography, industry, size of company (revenue/#of employees) job title, job responsibilities, general available perceptions about consultants
- b. What are the general consulting needs of my target audience?
- c. How do my prospects go about finding and hiring a consultant? This is useful to know because it can help determine # of projects in a campaign, timing of each project, and the messaging in each.

4. Copy: The points to communicate

- a. What is my USP? (May require to do some study of competitors)
- b. Incorporate market research
 - Why did my clients decide to work with me?
 - What did my clients like most about working with my firm?
 - What are my main selling points? (strengths/weaknesses)
 - What are my competitors doing? And how can I differentiate from that?
 - What are general stereotypes and perceptions that people have about consultants?
- c. Describe past deliverables/achievements-case studies
- d. Describe the client experience
- e. What is important to my prospect in finding a consultant?
- f. What is unique about my company or process, i.e. copyrights, proprietary information, industry certifications (you must explain what these are and why they are important for the prospect to know, don't assume prospects recognize their value)
- g. List clients in that industry or company size

5. Timing:

- a. When do I need this project to be completed? i.e. in time for a big conference/industry event, just before budget decisions are made for next FY

Selecting the right partner(s)

You will potentially need: a list broker, copywriter, graphic designer, and fulfillment bureaus (email blasts, printing/ mailing, website production, DRTV production)

Make sure your partners:

- Have a 360° perspective on your campaign
- Know how to write and design for various direct marketing channels *and* have an understanding of postal regulations, email regulations. It is always helpful if they have production knowledge
- Are excellent proofreaders
- Sweat the details
- Are good communicators-you will need to work with people that are good at explaining the process and proofs
- Will ask questions, raise objections and bring ideas to the table

Selecting the right Direct Mail Package

Postcards

Their purpose is to communicate one message and **one message** only; i.e. an announcement, save the date, new white paper that prospects can download on your website

Self Mailers

Are like many postcards rolled into: useful when you have multiple messages and/or need more real estate to expand on a message

Advantages of Postcards and Self Mailers

- Easy to read
- Convenient- reader doesn't have to open an envelope
- Relatively inexpensive to produce

Disadvantages

- People receive a lot of them, therefore differentiation is harder
- Can't expand on messages as much compared to letter packages because of lack of real estate

Notes:

Postcards and self mailers are informal forms of communication because they arrive "open" in your mailbox

Can be personalized

Letter Packages

Their purpose is to be a one to one communication

Advantages

- Can be highly personalized
- True one to one communication (if written correctly)
- No limits on space
Common myth—people will not read 1-2-3 pages letters.
They will, if it's relevant, interesting, and each sentence says something
- Can include complementary materials in the package

Disadvantages

- Barriers to overcome—needs to be interesting to get the envelope opened, the letter read
- More \$\$ to produce compared to postcards, self mailers
- More logistics involved in prep
- Requires more time and thought to produce than postcards/self mailers

After the Campaign “Drops”

The campaign has dropped to recipients – the calls and emails are coming in....
what do you do?

- Be prepared!
- Anticipate questions
- Have marketing and collateral materials ready – i.e. case studies, white papers, brochures, online brochures, testimonials, excerpts from your book, website is up to date
- My Book – If you have written a book/excerpt from a book etc...fantastic!
Use it as a collateral piece for the follow up call.

Know before you start

The front end, especially your first few campaigns, will require you to invest time, money, and resources. It will not be as cheap as you think, there will be more thought and effort involved than you would have ever thought. I hope this presentation will help you minimize the surprises and maximize results!

Summary

- Understand the purpose of your direct marketing campaign
- Choose the right medium for you based on your objectives
- Spend a lot of (and the most time) on the front end strategy
- Choose your partners wisely
- Be prepared
- Improve/change your program

Additional Resources

1. www.amazon.com

enter: “hiring consultants” in the books search field

2. www.amazon.com

enter: “direct marketing” in the books search field

3. Kellogg on Branding by Tybout and Calkins

4. The Direct Marketing Association; www.the-dma.org

Thank you!

Samta Jain
sjain@udm1.com
714.547.9960