



Bob Pritchard

"International Marketer Of The Year"

City of Port Phillip

Marketing Right....Marketing to Win

**Computers, Companies and people
are all being
re-programmed
to think differently and operate at
a faster and faster pace**

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**Businesses
all look the same ...**

**45 of 51 industry categories
commoditised**

Harvard Business School

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How Effective is Your Technology?

- **Managing daily processes**
- **Real time KPI assessment**
- **Identifying performance variations**
- **Continuous customer interaction**
- **Online marketing**
- **Segmenting, predictive analysis**
- **Customer service training/monitoring**
- **Enhanced customer data mining**
- **Lower marketing costs, immediately measureable**
- **Sophisticated complaint system**

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Marketing Misconceptions

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**The Marketing/Sales Focus
of 87% of companies is on:**

Product

Price

Brand Awareness

Satisfied Customers

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TIME

“95% of all marketing and advertising today does not work.”

Bob Kuperman, CEO TBWA Chiat Day

Advertising Agency . . . \$3.1 billion in billings

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The Marketing / Sales Focus

Product

**"92% of Customers Find
Like Products Interchangeable"**

Source: Harvard Business School

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Price

**“ Only 13% of Customers Buy
Based on Price”**

87% Don't

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Brand Awareness

“Study of 2000 customers over two years found NO correlation between brand awareness and purchases”

University of IOWA

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Satisfied Customers

**"62 % of all satisfied customers
never repurchase from the
same source"**

Source: "Harvard Business School"

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Harvard Business School Studies Show that in Successful Businesses:

4 out of 5
sales are generated by
repeat business or
Word of Mouth.

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Marketing to Win

- **What business are you in?**
- **Sell emotional benefits**
- **Differentiate yourself**
- **Efficient technology**

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Disneyland

The Happiest Place On Earth



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**It is 15 times more
expensive to attract a
new customer than to
retain an existing client**

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Contribution to ROI

	2000	2007
• Customer Service	26%	31%
• New Products	15%	16%
• Advertising & Promotion	14%	8%

PriceWaterhouseCoopers 2007

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Driving Business Growth

	2000	2007
• Customer Service	34%	42%
• New Products	31%	29%
• Advertising & Promotion	35%	28%

PriceWaterhouseCoopers 2007

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Customer Service Leaders

- **Can charge 9-13% more**
- **Grow 25-40% faster than competitors**

PriceWaterhouseCoopers 2007

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Trust

94% Trust Family Members

80% Trust Friends

17% Trust the Media

13% Trust Companies

9% Trust Governments

Gallop

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Why Customers Stop Doing Business With You

- 1% die

Source: Rockefeller Institute

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Why Customers Stop Doing Business With You

- 1% die
- 3% move

Source: Rockefeller Institute

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Why Customers Stop Doing Business With You

- **1% die**
- **3% move**
- **5% stop using product/service**

Source: Rockefeller Institute

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Why Customers Stop Doing Business With You

- 1% die
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- 5% stop using product/service
- 9% attracted by competitors

Source: Rockefeller Institute

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Why Customers Stop Doing Business With You

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- 14% dissatisfaction

Source: Rockefeller Institute

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Why Customers Stop Doing Business With You

- 1% die
- 3% move
- 5% stop using product/service
- 9% attracted by competitors
- 14% dissatisfaction
- 68% felt the company didn't care

Source: Rockefeller Institute

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Marketing to Win

- **What business are you in?**
- **Sell emotional benefits**
- **Differentiate yourself**
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Growth Facts

- People purchasing online **875 million**
- Mobile phones 24/7 **2.9 billion**
- Global retail sales 07-08 **DOWN 3.6%**
- Online purchases **UP 19%**
- Mobile advertising **UP 40%**
- Traditional advertising **DOWN 16%**

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Some Technology Examples

- **Maximise online business**
- **Low cost solutions**
- **Variable data technology**
- **Traditional/New media combinations**
- **Extensive reach/Low cost**
- **Enhancing traditional media**
- **Segmentation/Predictive software**

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Online Business

Q4-2008

- **Online Sales** **UP** **6%**
- **Retail Sales** **DOWN** **7%**

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Low Cost Solutions California School System

Switch to Digital School Books

Saving per annum **\$USD 360 million**

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Variable Data Technology

Fixed Line Phone Carrier

340,000 customers

Traditional Direct Marketing

1.7%

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Variable Data Technology

Fixed Line Phone Carrier

340,000 customers

Traditional Direct Marketing 1.7%

Variable Data Technology 36.1%

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Traditional/New Media Combinations

SMS-Database-Traditional Radio

Immediate Sales 17,000 Pizzas

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Axe Feather – Dare for Unilever



Play with me

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Segmentation and Predictive Software

Northern Tools

Generated **\$3 million** from just one
campaign for less than **\$50K** cost

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Benefits of New Media

- **Most are 24/7/365**
- **Reach people personally in their own time**
- **Low cost**
- **Spend is controllable, measureable**
- **Highly targeted**
- **Active selling, not waiting for customer**
- **Generate immediate sales**
- **Message is instantly changeable**

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Think Outside The Box

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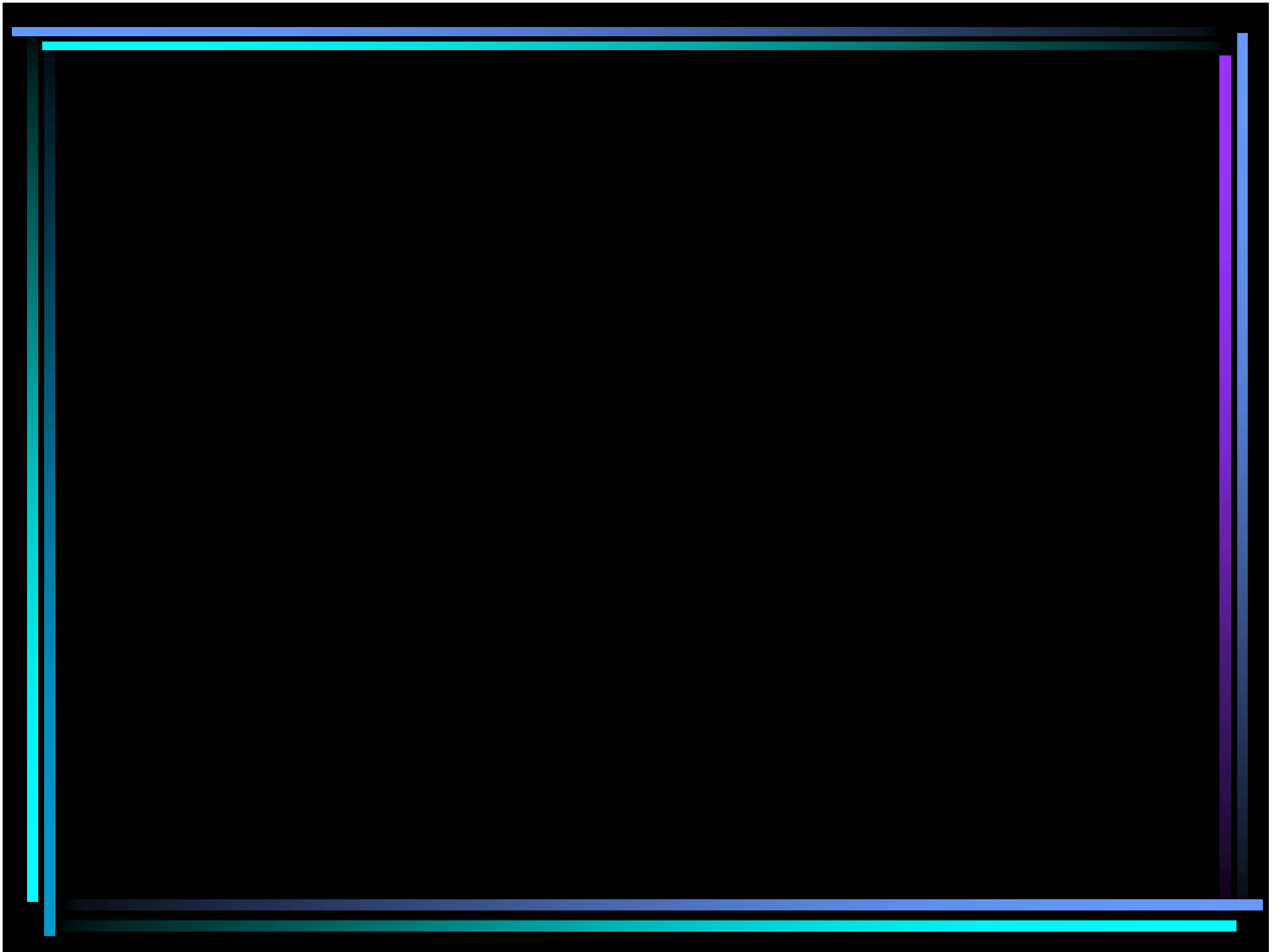
**Which number (s) do not fit
in this sequence?**

1. 1/3

2. 33 1/3

3. 13

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Vision, Passion & Commitment!!

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Innovation drives success

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Chartered Institute of Marketing

73% of corporations believe:

“Innovation creates strategic competitive advantage”

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Chartered Institute of Marketing

73% of corporations believe:
**"Innovation creates strategic
competitive advantage"**

62% of corporations believe:
**"Our corporate culture is the key
restraint to innovation"**

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Management Communication Skills

**"81% of Business Managers
have extremely poor
communication skills."**

- *Roy Neirenborg*
- *The Art of Negotiation*
- *Berkeley California*

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DO IT NOW!!!!

75 YEARS

0



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DO IT NOW!!!!

0 YEARS

75

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