(CAS Required Course)
Advertising & Marketing Overview, Part 2

Paul Kiewiet, MAS, CIP, CPC
BrandKiwi, LLC

ADV Part 2 - 1.5
Friday, January 14, 2011
8:00 am - 9:30 am

The views and opinions expressed by presenters or others who have provided materials to and for this meeting are not necessarily those of PPAI. PPAI assumes no responsibility for, nor endorses any of the comments, recommendations or materials that are provided.
Register at PPAI Volunteer Central to help shape the Association—and the industry—through committee or action-group service. By simply completing your profile, you’re already making a difference! Your information, and that of hundreds of other volunteers, like committee members Dave, Allison, Pat and Charley will help PPAI determine the wants/needs of its members. And, if you’re worried about time commitments, that’s all your service has to be—valuable information.

Want more? Be more. Join these industry volunteers today; Register at PPAI Volunteer Central http://vc.ppai.org.
Advertising and Marketing Overview
Part 2 Advertising
Paul A. Kiewiet MAS CIP CPC
BrandKiwi, LLC

Review of Part 1
• We defined and differentiated: Marketing, Advertising, Branding, Promotional Products
• The 4 P’s + 1 or Marketing
• Strategic and Niche Marketing
• Some of the types of Marketing: Cause-related, Database, Loyalty, Shopper, Relationship, Guerrilla, Viral, Word-of-Mouth
• Various Forms of Advertising Media
• Direct Marketing/Mail, Co-op Advertising
• The Marketing Plan and its components
• How to Market Yourself and Your Company Professionally

Learning Objectives
• Elements of a Successful Advertising Campaign
• The Three “R’s” of Advertising
• Cost Per Impression
• Other Marketing Media and How they Relate to Promotional Products
• Integrated Marketing Communications
• Everything You Ever Wanted to Know About Trade Shows, but was afraid to ask.
• The Three Levels of Selling
• The Power of Promotional Products
• How to get the most from your website and database.
"You cannot bore people into buying. The average family is now exposed to more than 1,500 advertisements a day. No wonder they have acquired a talent for skipping the advertisements in newspapers and magazines, and going to the bathroom during television commercials." —David Ogilvy

**Elements of a Successful Advertising Campaign**

- Do Your Homework.
  - Collect ads you like
  - Collect competitor ads
  - Read Ad Age, Ad Week
  - Pay attention
  - Keep the target audience in mind. Always.

- Unique Selling Proposition
- Emotional Selling Proposition
- Organizational Selling Proposition
- “Sell the sizzle, not the steak”
Elements of a Successful Advertising Campaign

- Consistent message
- Consistent personality
- Consistent colors
- Consistent fonts and styles
- Consistent language
- Authenticity

Elements of a Successful Advertising Campaign

- Create a sense of urgency.
- Ask for interaction, engagement, response, something!

Elements of a Successful Advertising Campaign

- Be Patient
- Allow time for frequency and reach
- It may be old to you, but it’s still new to your audience.
- Don’t change too soon!
The 3 R’s of Retention of Advertising Messages

- Relevance: The message must relate to the lifestyle, needs, values or aspirations of the target audience.
- Repetition: The audience must be exposed to the message multiple times for the recipient to retain it.
- Reward: The message must promise to create pleasure or reduce pain, save money or increase income or in some way reward the recipient.

Cost Per Impression (CPI or CPM)

- Cost per Impression (CPI) or Cost Per Thousand Impressions (CPM)
- Advertising media is generally priced by the cost per thousand impressions, for example:

Promotional Products = Low CPI

Frequency of Exposure = Lower Cost Per Impression
73% of those who used the promotional product that they had received stated that they used it at least once a week
45.2% used it at least once a day
The greater the frequency of exposure, the lower the cost per impression
55% of participants generally kept their promotional products for more than a year
22% of participants kept the promotional product that they had received for at least six months.
Coordinating Promotional Products with Other Media: Online

• Offer promotional products as a gift for
  – Opting in for newsletter
  – Taking a survey
  – Visiting a website
  – Online sweepstakes
  – Deliver online promo codes

Coordinating Promotional Products with Newspaper Advertising

• Make ads measurable
• Gift with new subscriptions
• Match code or symbol
• Ad Spotter Promotions
• Continuity of message from ad to event

Coordinating Promotional Products with Radio Advertising

• Create a measureable promotion
• Extend on-air personality
• Develop sense of community
• Create involvement events – ie boss of the week.
• Recreate sound branding.
• Get outside of the studio
Coordinating Promotional Products with Outdoor Advertising

- Extend an image
- Add ROI measureability
- Incentive for directional ad (mention this ad and receive a free travel mug with your beverage)
- Auto-related promotional products.

Coordinating Promotional Products with Mobile Media

- Gift for opting-in
- As a delivery device for mobile codes
- As an incentive for responding to a mobile ad. (Next 50 visitors get a tee-shirt).

Coordinating Promotional Products with Television Advertising

- Make it measureable
- Dimensional characters, spokesmen, symbols – plush, miniatures.
- Add missing senses cues – taste, touch, smell
- Extend visual and audio messages.
Coordinating Promotional Products with Direct Marketing

- Lumpy envelopes
- Power of the package
- The promotional product as the creative envelope (flying disc, baby bottle, capsule, dynamite tube).

Coordinating Promotional Products with Magazine Advertising

- Make measureable
- Pick up on key visuals
- Add dimension
- Fill in missing sensory touch points
- Reward the reader
- Magazine inserts

Integrated Marketing Communication

- A holistic approach which integrates advertising, PR, direct marketing, sales promotion, personal selling, all contact with customers and prospects, including customer service and across all disciplines and silos to create a consistent, meaningful brand message.
Keys to IMC

- Build and maintain long-term relationships with all relevant stakeholders
- Speak with the same voice internally and externally
- Coordinate and Orchestrate consistent communication through all levels of business through many techniques and media.

IMC Bottom Line =

- To build and maintain long term meaningful relationships with all people and organizations that affect the company’s business.

IMC Opportunity For You

- We need to sell through more parts of each large organization we are working with.
Areas Within An Organization

- Human Resources/Recruitment
- Corporate Training
- Production/Safety
- Public Relations
- Communications
- Marketing, Brand Management
- Sales Promotion
- Executive / Board of Directors
- Wellness

Business Retention – Lifetime Value

- A customer spending $15,000/yr with you who stays with you 20 years = a LTV of $300,000.00

The Value of a Loyal Customer

- On Average, it costs 5x as much to acquire a new customer as it does to KEEP a current customer happy and loyal.
Trade Show Marketing

- Temporary market organized to promote trade, where buyers and sellers gather to transact business.
- Trade fairs are organized at regular intervals, generally at the same location and time of year.
- They range in scope from those dealing with one industry or branch of industrial production to general exhibits of goods and merchandise.
- Trade shows and conventions confined to a single industry or even to a specialized segment of an industry have become increasingly common.

There are over 9000 trade shows in the US and Canada annually.

- They are the main marketing thrust for many companies.
- They provide face time, a place for relationship building.
- They allow direct comparison.

Why trade shows?

- Generating sales leads
- Generating actual sales
- Enhancing image and visibility
- Reach a specific audience
- Establish a presence in the marketplace
- Personally meet customers, competitors and suppliers
- Introducing new products or services
- Recruiting reps, distributors, partners
- Educate and Demonstrate
Strategic Exhibiting

- Set and communicate specific show objectives to staff and reps.
- Plan your work. Work your plan.
- Image is everything.
- It’s Quality, not Quantity!

Trade Show Marketing Strategies

- Pre-Show
  - Be aware of the booth
  - Come to the booth
  - Set an appointment
- At-Show
  - meaningful conversation
  - demonstrate new
  - samples and literature
  - specials

Post-Show Follow-up

- Post-Show
  - Surveys
  - Thank you’s
  - Personal touches
  - Quick responses to requests
  - Build the relationship
How to Work A Trade Show

• Have a Plan!
• What are your objectives?
• How will you measure ROI?
• Current suppliers?
• New products?
• Networking
• Education
• Be Your Best!

Three Levels of Selling

• Product Selling
• Idea Selling
• Program Selling

Product Selling

• Know what sells, stay up on trends, pay attention to new products.
• Know what your buyers have used before – successfully and unsuccessfully.
• Need fulfillment
• Price competition
• Commodity mindset
Idea Selling

- IRS= Ideas, Rapport, Service are sold at a profit.
- Good ideas ADD VALUE
- Need creation
- Know what, how and why something works.
- Ask about best promotions
- Share ideas in industry forums
- Learn from suppliers and reps
- Read Case Studies – Pyramids

Program Selling

- Organized effort to achieve client objectives using promotional techniques.
- Product + Ideas accountable to goals.
- Incentive programs
- Consumer Promotions
- Safety

Strengths of Promotional Products

- Name a medium that moves people to say “Thank You”
- Other media “interrupt” Ours “engages”
- Our media is the beginning of a relationship!
The Medium of Engagement

- An industry born to touch people.
  - A printer
  - A slow week
  - A clumsy kid
  - A bright idea

Engaging the Senses

Of all the advertising and promotional media, only Promotional Products touch all five senses:
- Sight
- Sound
- Taste
- Touch
- Smell

Targeted: Carry a message to a well-defined audience.

Seniors  Kids  And everyone in between
Tangible and Long Lasting

- Your calendar
- Watch
- Your favorite tee shirt
- Your favorite cap
- Coffee Mug
- Pen
- Journal
- Golf Ball (well, maybe not quite as long-lasting)

Recognizing Individual Passions

- Promotional Products build brands by touching lives and lifestyles.

Creative
Complements Other Advertising Media

- Bring other media to life.
- Extend memories of positive encounters with a brand.

Easily Distributed

- Direct Mail
- In-store
- Trade Show
- Person to Person
- Display
- Experiential
- Event Marketing

High Perceived Value

- The relationship of the product to the recipient and the meaning it represents create a value way above mere costs.
- A t-shirt is underwear. A marathon T-Shirt is a memory.
ARMPIT

• Awards
• Recognition
• Motivation
• Promotion
• Incentives
• Training

It’s not what a product does, it’s what a product means.

• Tangible, memories, meaning, passion, affiliation with a cause.

Put It All Together and Become a Marketer – of yourself, your company and your clients

• Create your own business plan.
• Work your plan.
• Know what you stand for.
• Know how you’re different.
Maximize Your Web Presence

- It’s just one element of your customer outreach, but an important one.
- It doesn’t have to be expensive, but it does need to be different!
- It must be responsive to your client’s needs and expectations.
- Include your web address everywhere!
- SEO = Search Engine Optimization – an ever changing game.
- Metatags and back links

Social Media Marketing in an Hour

- Blog 20 min.
- YouTube 10 min
- Twitter 10 min
- Facebook 10 min
- LinkedIn 10 min
- Offer VALUE, not product. It’s a conversation!

Creating, Maintaining Your Database

- Current and former clients
- Contacts who have moved
- Opt-in and requests for info
- Referrals, champions, influentials and media
- Social Networks
- Special offers and contests
- End User Shows
- Renting lists
Professionalism – Your Competitive Advantage

- Problem Solvers Always Make Money.
- Stay ahead of important issues – Product Safety
- Be a Trend Setter, a leader rather than a follower.
- Create Value!

Differentiation

- There’s no room for “me-too”
- Know who you are and take a stand
- Become the expert
- Make yourself indispensable

The Progression of Economic Value

© 1999 B. Joseph Pines II and James H. Gilmore
"If you want to be successful, it’s just this simple: Know what you’re doing. Love what you’re doing. And believe in what you’re doing."
Will Rogers

If you would like to discuss your marketing challenges further, please contact me at:
Paul A. Kiewiet MAS CIP CPC
312-583-9616
paul@brandkiwi.com
www.create2bgreat.com
Follow me on Twitter, LinkedIn, Facebook