

Brand Response: *Profitable Topline Growth**

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POSITION FOR THE CUSTOMER

Customer Centric

- **Customer is central asset of your company**
- **Products and services tailored to unique needs of each customer group**
- **Strategic – define customer profile and database**

Product Centric

- **Creation of product is primary focus**
- **One size fits all – you can have any color, as long as it's black!**
- **Tactical - product sales right now**

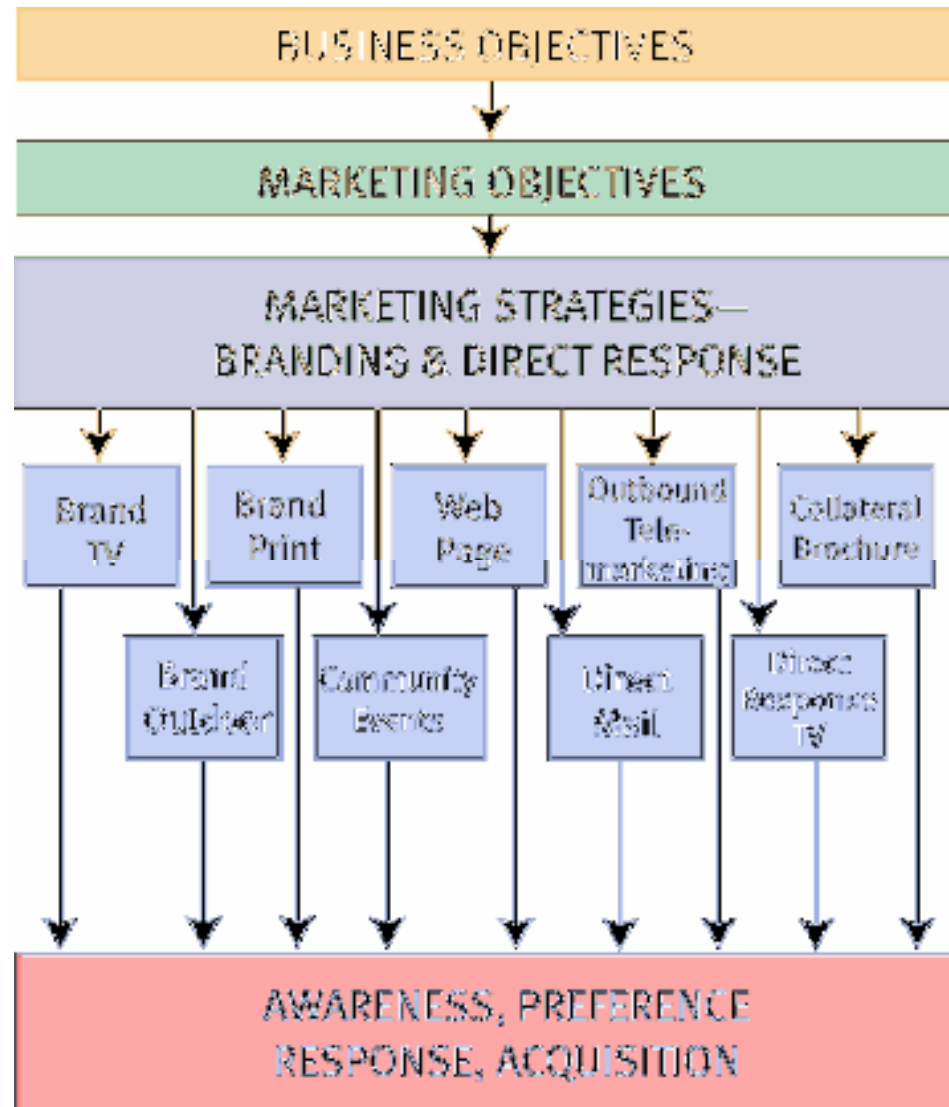
LIFETIME VALUE – MARKETING ROI

B2B – ZIP, size, SIC, network, renewal

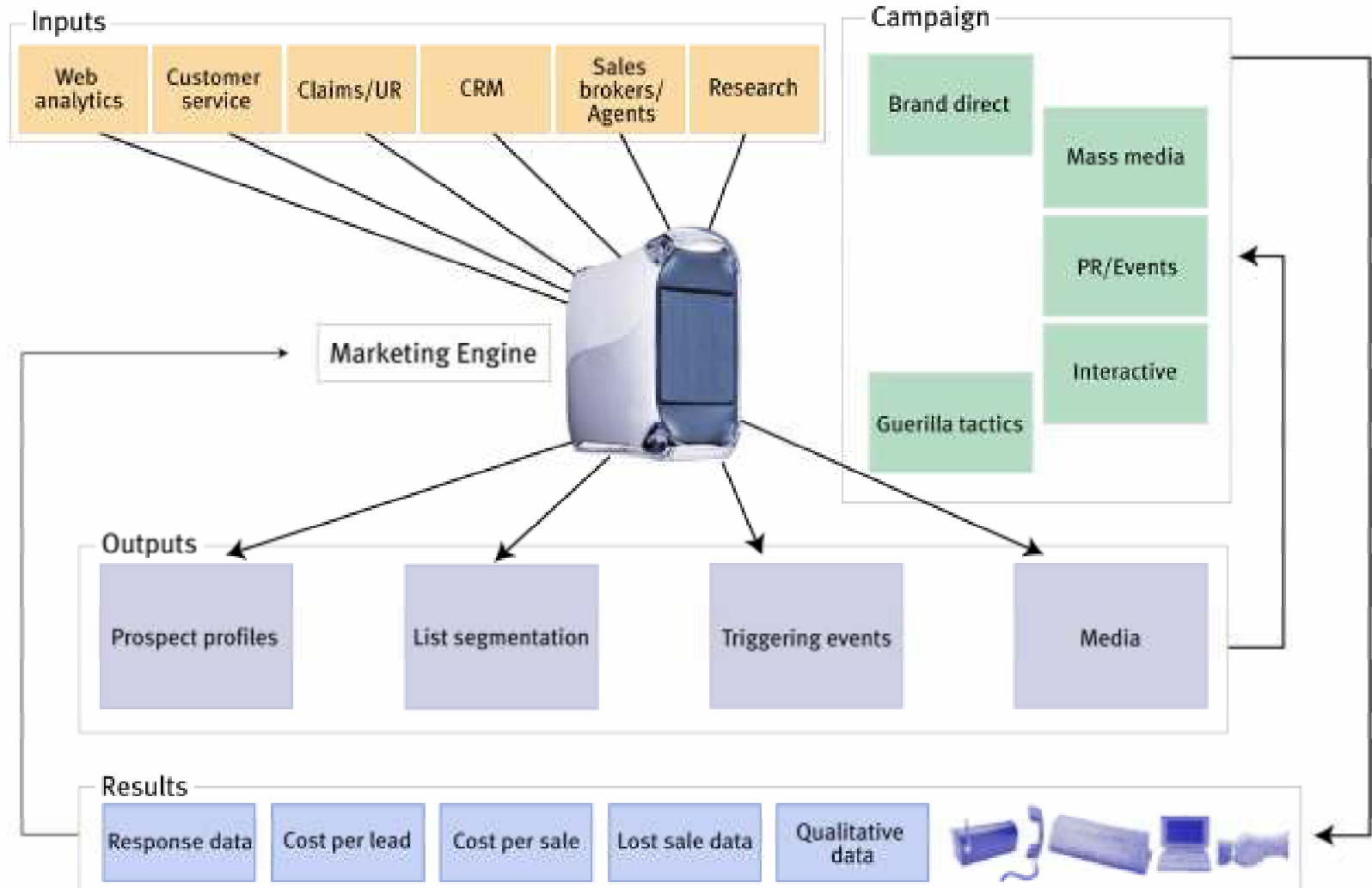
D2C – age, sex, ethnic, income, family



Traditional Healthcare Marketing Model



A Database Driven Marketing Machine



ASK TOUGH QUESTIONS



- **What are your comparative market advantages?**
- **What position do you own in the market?**
- **Why do you lose sales to competitors?**
- **Are you reaching the right prospects?**
- **What is your marketplace *clutter buster*?**



BRAND LEVERAGE

Identify Sustainable Competitive Advantage



CUSTOMER BRAND EXPERIENCE

- How do customers experience your brand?
- Are you creating opportunities for face-to-face interaction?
- Does technology serve the needs of your customers or must customers adjust to your technology?
- What's your ongoing communications plan?



DIRECT MARKETING GOALS

Generate qualified leads to inbound telemarketing

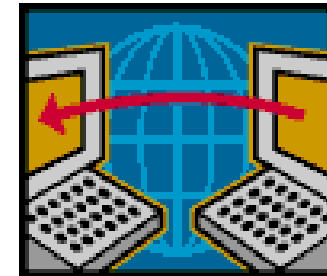
- Conversion to appointment goal
- Conversion to sales goal
- Well-documented cost per sale, by market
- Well-documented lifetime value numbers by market



DIRECT RESPONSE

- *Encourage* immediate customer interaction
- *Establish* one-on-one relationship
- *Generate* response and integrate brand
- *Drive* prospects to measurable response medium

Mail – TV – Web



BRAND DIRECT

Qualifier - capture attention and interest of target audience

Offer - payoff for a response: the “must have” information

Product - key attributes and benefits: *What's in it for me?*

Call-To-Action - direction for prospect next steps



WORD OF MOUTH

- Do you know what people are saying about your products and company?
- Have you surveyed your customers?
- What do prospects think of when they think of your company?
- What are you doing to create brand loyalists?



CULTIVATION MARKETING

- Accelerate product launches or geographic expansion
- Facilitate relevant customer interaction
- Cut through media clutter
- Create word of mouth
- Convert new leads and improves cost per sale



Experiential marketing is powerful . . . sell an experience!



KEYS TO SUCCESS

Simplify

- Make your message simple
- Simplify it some more
- Boil it down again

Segment

- What do current customers look like?
- Where are prospects in the cycle?
- What's the right message?

Connect

- How are you reaching your prospects?
- Are these the optimum channels?
- What else can you do?

Retain

- Dialogue does not stop with acquisition
- Focus resources on retention, customer service and the customer brand experience



**Direct Response • Brand Positioning • Media Placement
Marketing Plans • Web Interactive • Sales Collateral**

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