

Best of the best awards to the hit technologies at the industry's techno-fest.

Marketing guru Malcolm Auld directs printers' attention to the value of DM.

Hagop Tchamkertenian emphasizes the importance of people for success.

iGen3, HP Indigo 5000 & NexPress are fighting for the digital print business.

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# THE NEXT WAVE IN CTP IMAGING

## Technology Breakthrough

Chemistry-free Azura printing plates from Agfa solve the water waste problem for the graphic arts by introducing new environmentally responsible production.



MALCOLM AULD

## YOU DON'T HAVE TO BE MAD, BUT IT HELPS

Malcolm Auld is a marketing manager, publisher and principal of agency Malcolm Auld Direct—known as MAD. He's also run a few multi-national advertising agencies in his career. He authored one of Australia's largest selling marketing texts—'*Direct Marketing Made Easy*' followed by '*E-mail Marketing Made Easy*.' He's written numerous white papers and education booklets including '*They laughed as I sat down at my keyboard... but then I began to e-mail*', The '*Direct Mail Renaissance*' and '*The Little Book of Marketing Truths*.' Malcolm is a regular contributor to business publications and television shows and is one of Australia's most popular marketing educators, having trained executives in 15 countries. And now he also writes for *Print21*.

For an industry that makes a living by producing marketing collateral for others, the print industry doesn't really deliver on marketing its own services. It is far too sales focused, with every supplier looking the same.

Consequently, when brands are not differentiated and the suppliers provide generic services with no points of difference, the customers fall back on price when making purchase decisions. And this is precisely what happens in the print industry.

But it doesn't have to be this way, particularly as printers can produce promotion material cheaper than any other industry. How many printers have a marketing budget; or a marketing manager? Or even a marketing plan? What are you doing to differentiate yourself from your competitors?

### Why ARE you in business?

When teaching marketing courses I always ask my students the question: "why are you in business?" The inevitable answer is "to make money." But we are not in business to make money. We are in business to make and keep customers, profitably. This is not new thinking—Peter Drucker was teaching this in the mid-1950's.

You cannot make money without customers—you can charge whatever price you like for your services, but if nobody buys, you don't have a business. The only way you can make money without customers is through a share portfolio, so if you know how to run a business without customers, please let me know—I'd like to join your company.

Direct marketing is the process of finding out what your customers want and delivering it to them profitably—one

customer at a time. So the purpose of business and your way of marketing are interlinked. You cannot run your business without a marketing plan.

Most business people invest enormous energy seeking out the next 'new thing' that will grow their business, or give them some sort of competitive edge. They jump from gimmick to gimmick looking for inspiration to hit them in the eye and make their life easier. Unfortunately success rarely comes this way.

### Back to basics for success

In my experience, success comes from those who practice the basics better than anyone else. Look at the great sportspeople in the world. What does Tiger Woods do each day? Does he sit around the Pro Shop sipping lattes and watching golf DVD's? No. He hits hundreds of golf balls. He practices the basics.

The best sportspeople in the world simply do the basics marginally better than the rest. They don't have secret weapons, they just execute things better.

And it's the same in business. The best business people do the simple things better than their competitors. Why are we so surprised to receive a personal 'thank you' note in business from a customer or supplier for example? Because it's so rare it stands out from everything else. Business courtesies have gone so far out the window, that good manners are now conspicuous.

We are in the business of business-to-business marketing. This is the most fun you can have in marketing, because you are unrestricted in the formats with which you communicate with your customers and prospects. You can hand-deliver a 3D parcel, or send a video e-mail, or a standard DL letter, whatever suits your purpose.

### Six steps to B2B heaven

Business-to-business marketing is a simple six step process. You are always doing one of two things—either fishing for prospects, or farming your database. Here's all you do:

1. Create a database of customers and prospects
2. Deliver personal marketing messages and/or run advertisements to attract new prospects and grow your database
3. Follow-up responses to your messages
4. Follow-up non-respondents and gain knowledge as to why they didn't respond
5. Update your database and refine your messages
6. Start again.

It is a measured process than can easily be managed—because it is linked to the sales process. Everything you do in your marketing activity is designed to generate leads for your sales team.

Marketing creates the desire, sales fulfils it.

### Building the database

But how do you build your database if you don't have one? This may sound like a simple question, but many companies don't have a database they use for marketing purposes.

Here are a few sources to consider: Customer files, unsuccessful quotations files, sales representatives, rent-a-list, trade shows and exhibitions, events you sponsor, your website, referrals from customers, advertising, lapsed customer files, seminars and functions and warranties

You can probably think of some other ways you can gain data in your business.

But don't try to do too much, too soon with your database. The principal of "ready,



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### Communicate, communicate

One thing you can do is regularly send samples of the work you create to your customers and prospects—package it as part of a newsletter or information kit. Even better if you can include the results of what you create, e.g. if it was a direct mail piece, what were the results?

Unfortunately most printers don't take the time to learn how the print jobs they create work for their customers. Mailhouses are the same—they rarely check the results. Rather, they just see themselves as part of the process, not of the outcome. If you view yourself as part of the outcome and learn how your print jobs work in the market, you can start to add value.

Another option is to take a print initiative to a prospect or customer and offer to part-fund the printing to allow them to test it. It may be a new print technology for the mail industry—a self-mailer or digital personalisation software.

Your brand is simply your reputation, governed more by what people say about you than what you say about yourself. Your brand only exists in the mind of your customers and it is built by the experiences your customers have, not by your advertising. The more positive the experiences, the better your customers will value your brand. ●

fire, aim" should apply. Many marketers fall into the trap of trying to build the perfect database before taking action. The problem is that by the time the database is created the market has moved.

All you really need to start are simple demographics such as names and contact details and possibly a descriptor for the type of customer they are, for example government, SME, high offset volume, etc.

You should also record your marketing history such as what you have sent and what they responded to. You could also append sales call history; it's up to you and your available resources to determine what is relevant to store. The simple test regarding what data to store is to ask yourself, "what will I do with this data?" If the answer is "nothing", then you may not want to keep it on file.

### Delicious dinner data

A friend of mine runs a business called Gourmet Dinner Service in Sydney. It's a company that makes and delivers frozen and chilled meals to your home or office. Janel Horton is the owner and she runs her business through her database.

Janel originally established the business to supply healthy meal alternatives to take-away food, for busy executives like herself and her friends. She grew the business through direct mail, telemarketing and fax starting with her business card file from her days in the finance industry. Now she is also a big user of publicity, e-mail and her website <[www.gourmetdinner.com.au](http://www.gourmetdinner.com.au)>.

She has become very innovative at using her database to grow GDS. She once sent invitations to all the single people on her database to attend a singles party. The offer was simple—Janel would host the party and cater with GDS food. Each person was to bring two single friends with them to the party.

This was a great way to add value to her customers and provide a service—because all of those who attended wanted to meet other singles. And the friends of the customers were able to sample the food at the party, not to mention meeting prospective partners.

What could you do a little differently for your customers to help differentiate your brand?

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