



Sales & Marketing Solutions

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January 2003 Vol. 11 No. 1

A Newsletter for D&B Sales & Marketing Solutions Customers and Friends

Frontline View



Happy New Year! As you settle back into your work routine after the holiday festivities, you are most likely thinking about the business

year ahead. Many of you are facing significantly slashed budgets, so you are presented with the task of stretching your marketing dollar. This challenge can easily be overcome with a little creativity.

The Internet is an efficient, cost-effective tool in any marketer's arsenal. Are you taking full advantage of technology to leverage your marketing programs? We'll address this in this issue as well as provide you with some ideas for trimming the fat in your marketing programs so that you can focus your efforts and get a substantial ROI.

Doing more with less isn't an impossible task. If you have the right tools, you can weather tough economic times and meet your goals. D&B understands the challenges facing our customers today and is committed to providing you with the solutions you need to do your job more effectively.

Use the information in this issue to help you maximize your marketing dollars, and be sure to take advantage of our special offers and free tutorials. Here's to starting 2003 off right!

Until next quarter,

Tino Kokkinos
Leader, Sales & Marketing Solutions

Increasing Performance and Results With the Internet

Excerpted from Leveraging the Internet for Marketing Efficiency: Which Online Database Marketing Methods Get Results, and How to Make Them Work for Your Organization by Doug Borchard, Vice President

For today's busy marketing professional, the Internet is one of the best tools available. Traditional marketing methods work, for the most part, but they don't give marketers two critical

capabilities — the ability to react on the fly to changing market conditions as well as have complete control over the marketing process. Enter the

continued on inside

Inside this issue...

- Guest Columnist M.H. "Mac" McIntosh
- Increasing Performance and Results With the Internet
- What's New at D&B
- D&B Direct Catalog

How to Use Your Marketing Dollars More Effectively in a Down Economy

Guest Columnist

M. H. "Mac" McIntosh



You can still find ways to reach, influence, and generate leads and more sales for your company from fewer buyers with a smaller budget. Here's how:

Eliminate marginal investments

First, cut out all the marketing communications projects you might never get around to anyway. These "wish list" projects can be added back to the marketing to-do list when the economy turns around and you have the money and resources needed to do them right.

Next, determine which marketing communications programs will have the biggest impact on generating inquiries, qualified leads, and short-term sales. Make sure these stay at the top of the list for funding and implementation.

If your budget is tight, don't try to reach the entire market with general messages. Instead, focus your marketing communications efforts on explaining the benefits, features, and applications of your products and services to a well-targeted group of prospects.

Direct mail

Email, fax, and regular mail are cost-effective ways to deliver targeted offers to the most desirable prospects.

Rather than doing less-effective "shotgun" mailings to rented lists, consider repeat mailings targeted at databases of known prospects (like past inquirers). To cut costs, use business letters, email, and faxes rather than expensive full-color mailers. Then save more money by sending expensive literature or materials

only to those who requested them – not to every prospect in your database.

Web sites

Work with other organizations to link your site to theirs, increasing the number of visitors to your site. Register your Web site with search engines, selecting keywords carefully so your site will appear in the search results of your intended audience. Post articles and case studies on your site then register those individual Web pages with the search engines.

Seminars and workshops

You can cut some of the cost of your seminars and workshops by holding them as Web events, teleconferences, or videoconferences. "Webinars" and other virtual meetings eliminate the need for presenters and support staff to travel to distant cities.

Create a referral program

A low-cost way to leverage the power of your existing customers is to create a referral program that rewards customers for sending prospects to your company. Depending on the relationship with the customer, an incentive may not even be required. Getting a referral from a happy long-term customer may be as easy as asking for it.

To read this article in its entirety, visit

http://www.salesleadexperts.com/article_index.htm

M. H. "Mac" McIntosh is described by many as America's leading authority on inquiry handling and sales lead management. He is president of Mac McIntosh Incorporated, a sales and marketing consulting firm specializing in helping companies get more high-quality sales leads and turn them into sales. To request a free subscription to his newsletter, Sales Lead Report™, contact him at:

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Increasing Performance and Results With the Internet

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Internet, a tool that solves both of these problems.

At the most basic level, the Internet allows marketers to build lists and access them immediately, no waiting required. On top of that, the Web gives marketers the ability to create integrated campaigns that combine outbound and inbound efforts. For instance, if you sell 401(k) plans and are running a campaign targeting businesses with 401(k) plans due to expire in a certain month, you would first build a list targeting that group. You would also want to push prospects to your Web site, where they could research your 401(k) plan. You could then use Internet technology to enhance the incoming leads with critical pieces of information, such as the prospects' demographic profile. Again, you can do this immediately, on the fly.

Indeed, the Internet gives marketers greater power and control in determining how best to deal with inbound leads, no matter where they originate — a

direct mail campaign, online visitors, an online seminar, or some other way. Marketers can use Internet technology to quickly enhance incoming leads so that they can more effectively deal with them — while they are still hot. They can instantaneously obtain additional information about the lead — their demographic profile, their industry, revenues, employee count, etc. — to determine whether it's best to send them a brochure, make them a special offer, give them a call, or tuck them away in the tickler file. The Internet allows you to answer these questions much more efficiently so that you can pounce on the good prospects, without wasting time on those that aren't appropriate.

The Internet also gives marketers the power to conduct their own analyses, test, and conduct crucial database marketing.

To read more, visit

www.b2bsalesandmarketing.com/news/newsletter

What's New at D&B

D&B to Acquire Hoover's

Just before the end of the year, D&B announced its plan to acquire Hoover's, a Texas-based company that provides industry and market intelligence on public and private companies, primarily to sales, marketing, and business development professionals.

Corporate Headquarters Relocation

Please make note of our new location:

D&B

103 JFK Parkway

Short Hills, NJ 07078 T. 973.921.5500

Free Online Tutorials

Learn some of the latest, cost-effective ways to boost your ROI with our free virtual tutorials. These brief demonstrations show you how to leverage the power of your business information and the Web to maximize your sales and marketing campaign results. These informational tutorials are free, so tell your colleagues about them. To access the demonstrations, go to www.b2bsalesandmarketing.com/education/demo



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D&B Direct Catalog

Would you like to become a more effective marketer? If you answered yes, you need to check out the 2003 D&B Direct Catalog, which is full of insightful information about how to create a high-impact direct mail campaign, design an effective marketing strategy, use business data to your advantage, and much more — all from the most trusted source in the business information business, D&B. Learn more about how to target your marketing campaigns with the wide variety of business information available through D&B, and find ways to do more with less, and execute successful sales and marketing campaigns with our broad selection

of software and Internet solutions. The 2003 D&B Direct Catalog is published in January, just in time for you to get a strong start on your 2003 marketing objectives. To request a catalog, call **800.440.3867**. If you'd rather view a PDF, visit www.b2bsalesandmarketing.com/catalog.

D&B Solutions

Risk Management Solutions
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Supply Management Solutions
E-Business Solutions

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We want to hear from you!

D&B Sales & Marketing Solutions welcomes news, comments, and questions regarding editorial content.

Contact us:

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