



**A B O V O**  
Marketing Group

**Marketing Strategies While  
Anticipating Growth**  
Economic Forecasting Conference  
February 19, 2002



**Agenda**

- Marketing trends & predictions for 2002
- Marketing strategies for 2002

## Trends for 2002

- Marketing fundamentally changes
- ROI ... ROI ... ROI
- Integrated marketing becomes the next big thing
- Partnerships
- Customer retention focus
- Heavier reliance on PR and IR
- Globalization with local focus

Sources: "Business 2.0," "B2B," "MarketingTechnology"



## Marketing trends

- Marketing is the "canary" for leading companies ... they are starting NOW
- The marketing profession continues redefining and packaging itself
- Hot areas will be in:
  - ROI management services
  - Sales & marketing cooperative programs
  - M&A marketing strategists
  - International US expansion consulting
  - Anything on-line



## Marketing trends

- The **internet** is only just beginning as a destination, as a tool and a resource
- Use of technology will become the **differentiator** for internal marketing departments and firms
- The marketing function will continue to fluctuate between **in-house and out-sourced**



## What's in & what's out?

### What's Out?

- Text-based e-mail spam
- Yearly customer satisfaction surveys
- Non-actionable marketing promotions
- Sales vs. marketing
- Being independent
- Egos

### What's In?

- Highly-visual, personalized online communication (CRM + marketing)
- Online touch-point customer feedback
- ROI embedded 2-way marketing
- Sales + Marketing = Success
- Being a part of something bigger
- Empathy



## Marketing Strategies

- Spend this down-time getting **market feedback** from customers, prospects, analysts, partners
- Establish an **appropriate budget** to accomplish the task
- **Simplify** your marketing message and/or product line
- Build in **ROI** measurement tools (it's worth the money)
- Execute with **extreme creativity**  
*(Marketing takes 3– 6 months to crank up)*



## The Marketing Budget

- More than 80% of American companies determine marketing expenditures as a percentage of **expected** revenues\*
- Average percentages range from 1% - 10%
  - Variables are: B2C vs. B2B, complex vs. simple, direct vs. channel, vertical vs. horizontal, local vs. nation-wide vs. international

**\*Source: Accenture**



## The Marketing Budget

- A sample plan: \$3 million B2B technology software company, single vertical sold in US  
Plans for moderate 15% growth to \$4.5 million.  
Budget set at 5% of \$4.5 million: \$230,000 (\$20k/month).
- Lead Generation: \$10k/month (\$120,000)
- Public Relations: \$5k/month (\$60,000)
- Sales Support: \$2k/month (\$24,000)
- Web Site: \$3k/month (\$36,000)

## Lead generation

- Database development
- eMarketing
  - HTML, Text, Ezines
- 1-2-1 Direct marketing
- Telemarketing
- Advertising



## Customer Relationships

- Customer-only ezines
- Advisory boards and focus groups
- On-line satisfaction surveys
- Case studies and testimonials
- Co-produced speeches, white papers
- Reference program support and incentives



## Partnerships

- Channel partners
  - Focus groups and advisory boards
  - Support materials
  - Telemarketing services
- Strategic partners
  - Co-branding programs
  - Co-op reimbursement
  - Trade show participation



## Public Relations

- Analyst introductions and feedback
- Key media appointments
- “Thought leader” bylined articles published
- Case studies/success stories developed
- Speaker’s bureau



## Questions & Answers

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