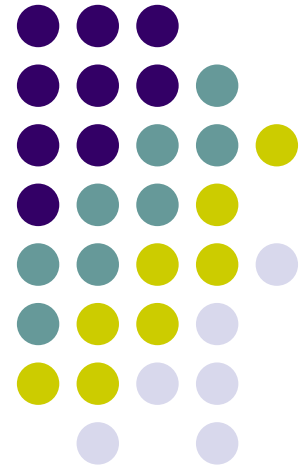




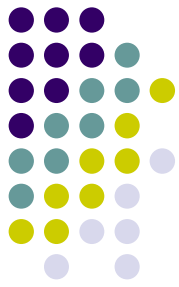
# Marketing & Fulfillment in the Electronic Age

**Carole Ireland, President**  
**JoAnn Binz, Associate**  
***Quality Circulation Services***

**WFMA CircDay LA**  
**October 5, 2006**



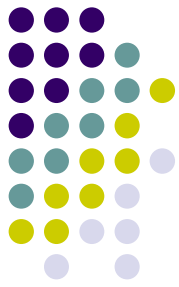
# We are Connected 24/7



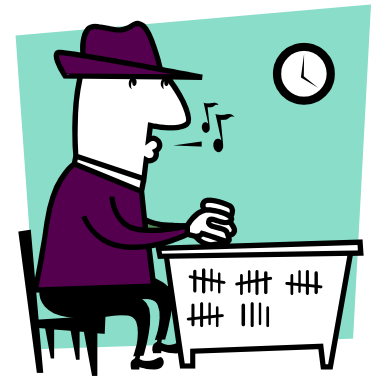


# Marketing – Then and Now

# Traditional Marketing



- Determine audience
- Select mail/promotion package
- Create package/offer
- Mail promotion
- Wait for response



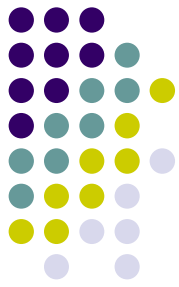
# Marketing Now !



- eMail
- eNewsletters
- Website Registrants = greater prospects for new promotions
- Links
  - Partnerships
  - Associations
  - Advertisers
- Search engine marketing
  - Click through advertising
  - Key word searches
- Blending Traditional and Electronic



# Growth of eMail & Internet

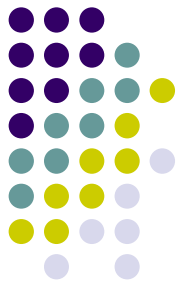


## 3b BPA/ABC Database - Overall Comparison

	1995		2004	
Written	27,949,596	64.10%	15,967,624	24.60%
Telecommunication	3,595,047	8.20%	17,489,662	26.90%
Internet & email	-	0.00%	<b>10,143,447</b>	<b>15.60%</b>

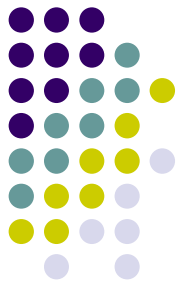
*\* Combination of all publications who report through BPA and ABC. Source American Business Media annual comparison analysis - April 2006*

# Email Marketing



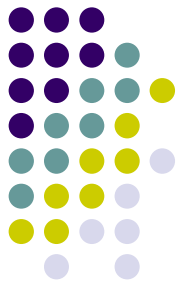
- eMail Marketing Spending
  - 2005 – \$2.3 billion
  - 2006 – \$2.9 billion
  - 2008 – \$3.2 billion

*Source: DM News Essential Guide to eMail Marketing – October 17, 2005*



# Case Studies

# #1 - Newsletter Publisher



- 3 Newsletters combined into a tabloid publication
- Total circulation 1,200 paid
- Average Sub Price \$1,195.00
- In house fulfillment – home-grown system
- No eCommerce capability; little web connectivity
- Orders are printed out; credit cards charged manually and orders keyed




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Barclay Indices	AUG	YTD
Barclay Group		
Hedge Fund Index	0.99%	6.68%
Fund of Funds Index	0.50%	4.29%
CTA Index	0.16%	1.04%

Last updated 9/4/2006



Tokyo Hedge

## News

### Savoy Capital is shuttering its HF operation

Calgary-based Savoy Capital Management Ltd is reportedly winding down its hedge fund operation, and liquidating its flagship Gladiator Absolute Return Canadian Equity Fund.

- ▶ Puma Sphera is set to pounce
- ▶ Swing rolls out two systematic hedge funds
- ▶ Deutsche AM launches fixed income fund in Australia
- ▶ Thomas H Lee Capital's Blue Star continues winning streak
- ▶ Alternatives protect Finnish pension fund returns
- ▶ CLSA launches Asian clean energy fund
- ▶ Three Sandalwood FoFs have large asset increases in July
- ▶ North Asset Mgt lists new property fund on AIM
- ▶ Blenheim ages like fine wine
- ▶ Sears extends buyout offer for Canadian unit

## Conferences

### My Goodness, My Guinness

- ▶ Hedge fund managers often overlook wealth planning
- ▶ Red Star, GEM, UFG managers will discuss emerging Europe
- ▶ Goldman's top global economist to keynote Bermuda conference

### Theory meets practice at European Trading Forum

- ▶ DKR Capital's Maltby to keynote European Trading Forum
- ▶ Cornerstone's co-founder John Eckstein to look at commodities

## Features

### On the Contrary



ROY NIEDERHOFFER

Roy Niederhoffer, founder of RG Niederhoffer Capital Management, has always sought his own niche in a universe of trend followers and discretionary managers. The contrarian and short-term quantitative trader, and one-time disciple of his older brother Victor Niederhoffer, adamantly maintains his own trading convictions.

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 Check  
 Bank Transfer

Type of Card

Credit Card #

Expiration Date

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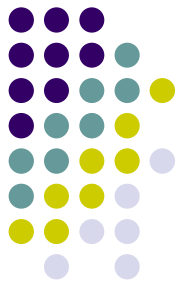


Teach him early.

All violence against women is wrong.

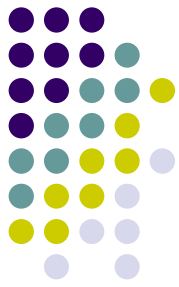
Family Violence  
Prevention Fund

# eMarketing Promotion



- Renewals are mailed with email follow-up
- Subscribers get daily news alerts to keep the name in front of them.
- FFT's are primary new promotion
  - Sample issue with discount offer; web responses encouraged
- Most successful promotions:
  - ERFT (email with free pdf issue offer)
  - Follow-up by in-house salesman
  - Between .5% and 1% conversion to paid

## #2 - Multi-Product B2B Publisher



- 7 publications – paid and controlled
- Print & digital editions
- In house IT staff
- eCommerce capability
- Outside fulfillment bureau
- Successful gatekeeping integration

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Aug. 29 | Aug. 22

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August



3Q 2006



Mar-Apr

**MARKETFAX SUMMARY**Kansas City, August 30, 2006 — Premiums on hard red winter wheat were unchanged to 9c a bu higher, springs 10c higher to 5c lower, soft red winter mostly unchanged, and choice milling hard amber... [MORE](#)[VIEW SAMPLE MARKETFAX \(PDF\)](#) | [SUBSCRIBE](#)**Bakery Redbook 2006 now available! Order a copy today!****Bakery Redbook** is a 300-page reference providing industry statistics and plant data for all wholesale baking companies, plants and multi-unit retailers in the U.S. and Canada.[Sample listings, statistics, order information](#)**Today's News**[General Mills debt rating rises to Baa1](#)[Seaberg set to succeed Cray as MGP Ingredients chairman](#)[Tim Hortons board authorizes share buyback program](#)[Kellogg offers direct stock purchase plan](#)[Bunge, under attack in Ukraine, fights back to protect business](#)[Sales rise 7.3% for CSM Bakery Supplies North America](#)[Heinz income soars behind strength in all segments](#)[Mother of 7 children receives Wheat Foods Council's honor](#)[Ohio State kicks off football season with new cereal launch](#)[Mistretta latest to join Interstate Bakeries board](#)[Dunkin' Donuts launches line of jumbo-size cookies](#)[Kraft Foods increases dividend by nearly 9%](#)[E.U. clears Kraft purchase of United Biscuits units](#)[Tasty Baking renews stock repurchase program](#)[Sandwich boost on 'Today Show'](#)[World wheat crop cut again](#)[Weekly Wrap up: Recent articles from Today's News](#)**In other headlines...**

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# Customer Service Realities



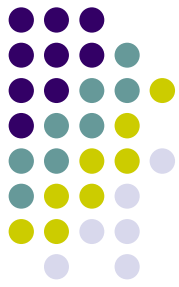
## Opportunities:

- Customer self service online through fulfillment vendor
  - Subscribers can manage their account online
- Cross-sell and up-sell opportunities

## Challenges:

- Providing “Help desk” services
- Website navigation – falls outside the customer services offered by fulfillment vendors

# Marketing Program



- Paid:
  - Mailed and eMail renewals - 60% response
  - New paid promotions – 1.1% response
- Controlled:
  - Wraps used primarily for requal – 6 – 10% response
  - On address change: System checks qual date and prompts a requal on 3 yr.
  - Email new name promo – 6 – 9% response



## #3 - Electronic Publisher

- Provides access to enormous body of legal data
- No print products
- High-priced products
- Sold via inside sales staff, field staff
- Traditional marketing via direct mail/free trials
- Signed SLA's (Service level agreements)





# Electronic Publisher (cont.)

## Various Models:

- Site Licenses
  - Set price x users
  - Company wide license
  - Pay per view
- Payment Options
  - Direct debit
  - Installment billing
  - Annual billing



# Electronic Publisher (cont.)



## Fulfillment Challenges:

- Gatekeeping
- Limiting online access by # of users
- Direct debit and installment billing
- Wheeling and dealing sales methods





# Fulfillment Considerations

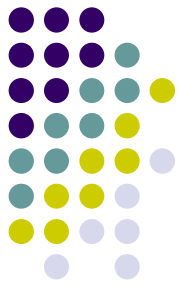


# Fulfillment Suggestions



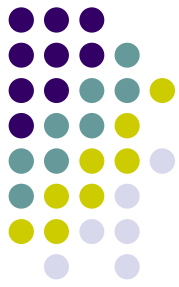
- Get your fulfillment bureau/staff involved early
- Have your IT staff speak to the fulfillment bureau programmers
- Test links and output thoroughly before going live
- Monitor Spam laws state by state
- Make it simple to unsubscribe
  - Acknowledge all unsubscribes
- Bring source keys forward electronically embedded in links

# Fulfillment Decisions



- Online web order forms:
  - Be sure they are easy to navigate
  - Prepopulated forms where possible
- Payment options:
  - Ecommerce/Verisign/Paymentech
  - Do you take a credit card order or create a shopping cart?
- Gatekeeping procedures

# eMarketing Suggestions



- Keep your emarketing copy short
- Subject line: VIP
- Use the Power of Links - carefully
- Timing is everything

# What do you want the customer to do?



**multichannel  
merchant**

 **EMAIL THIS**

\* Please note, the sender's email address has not been verified.


Click the following to access the sent link:

[Only Natural Pet Store Revamps E-Newsletter\\*](#)

Save This Link

Forward This Link

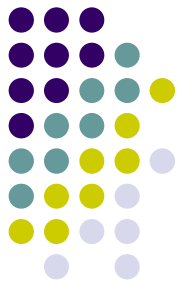
Get your **EMAIL THIS** Browser Button and  
use it to email information from any Web site.

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\*This article can also be accessed if you copy and paste the entire address below into your web browser. <http://multichannelmerchant.com/news/onlynaturalpetstore-eneewsletter-09132006>

# Time promotions to work together



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# Dos



- Develop a comprehensive campaign that includes promotion strategy telemarketing, email and snail mail.
- Send relevant well-written information.
- Create a special email campaign for bounce backs.
- Use any opportunity to build an email relationship with your client – such as customer service.
- Test time-zone, time-of-day and day-of-week to find the best time to reach your customers.
- Watch what your competitors are doing—Imitation is the best form of flattery.
- Encourage pass-along emails.

# Dos



- Consider a third party; a vendor can negotiate CAN-SPAM regulations for you.
- Use email for smaller targeted lists.
- Keep a formal schedule all departments must follow to avoid annoying your customers.
- Use a double opt-in sign up process.
- Consider subscription informational emails.
- Look outside publishing for possible marketing strategies.
- Be sure to include full contact information.

# Don'ts



- Don't overlook customers who do not have email addresses.
- Having too many links within the same email.
- Don't waste the *viewing* area.
- Don't use grey and red fonts.
- Not having a person dedicated to customer service.
- Do NOT give the customer any opportunity to do anything else but complete the task at hand.
- Assuming all marketing vehicles are the same—email is very personal.
- Talking AT the subscriber instead of TO the subscriber.
- Not spell-checking the subject line.
- Watch traffic patterns.
- Not testing enough (becoming complacent) and really analyzing your results...(previews count as opens).

# Where Do We Go From Here?



- Transformation not transition
- Mobil technology
- “Short codes”

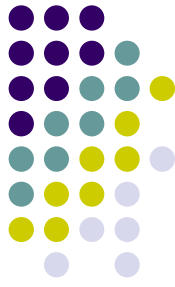




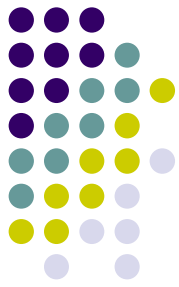
"There are two rules – and two rules only – in marketing."

- Rule 1: Test everything.
- Rule 2: See Rule 1."

-- Dick Benson



# QUESTIONS PPRP



*Thank You*

Be sure to email us at:

[carole@qcs1989.com](mailto:carole@qcs1989.com)

[joann@qcs1989.com](mailto:joann@qcs1989.com)