

What Makes Marketers Lose Sleep at Night?

A Look at Marketing Executives' Biggest Concerns - And How Your Fulfillment Partner Can Help You Get a Good Night's Rest

Contents

- 01 ANA Surveys
- 02 What Does This Have To Do With Fulfillment
- 03 Integrating Communications and Campaign
- 04 The Bottom Line

In the most recent ANA survey, the top three issues were marketing accountability, building strong brands and integrated marketing communications.

As a marketing professional, you've probably experienced your share of sleepless nights. If so, you're not alone. Search the internet and you'll find an assortment of articles, blogs and surveys listing the top issues that make marketing executives toss and turn.

At least two organizations - the Association of National Advertisers (ANA) and Anderson Analytics - have polled CMOs about their top worries for a number of years. See if your list tracks with their findings.

ANA SURVEYS

In a recent interview with Marketing Daily,¹ ANA President and CEO Bob Liodice noted that the list of marketers' key issues hasn't varied much over the past few years, although priority rankings have fluctuated with changing business conditions.

The ANA's October 2010 survey polled 143 senior marketers, asking them to rank their first, second and third priority issues for 2011 from among a list of 12 key areas. Their top three issues were marketing accountability, building strong brands and integrated marketing communications. Media proliferation was ranked fourth in the list of concerns and contributes to the difficulty of making headway in the top three areas.

"Media proliferation has taken everyone by storm," Liodice said in the Marketing Daily article. "TV and print once accounted for 98% of media planning and activities. Now marketers' heads are spinning as they attempt to effectively integrate a plethora of online, social media and other options, such as sponsorships."

Marketing globalization moved up to seventh place, from ninth in the organization's 2008 survey. According to Liodice, this reflects the attractive growth opportunities presented by developing markets.

ANDERSON MARKETING TRENDS REPORTS

Similar concerns emerged in Anderson Analytics' Marketing Trends 2010 report, released by Anderson and the Marketing Executives Group.² This report listed marketing return-on-investment as the top concern for marketing executives, with customer satisfaction and customer retention close behind. The study also placed social media at the forefront of most marketing initiatives, with 70% of those surveyed planning new social media initiatives.

What Makes Marketers Lose Sleep at Night?

Global companies' concerns are much the same as those of their domestic counterparts, according to Mary Laplante, VP and senior analyst for Gilbane Group, in an October 2010 blog. Among them:

- Fostering brand value while incorporating regional and local influences
- Coordinating multi-channel marketing programs
- Managing channel-specific media, including text, interactive graphics, video, and audio
- Shorter turnaround times and the demand for publishing immediacy
- Dealing with social media for worldwide communities and customers

Source: What Keeps Marketing Managers Awake at Night? October 26, 2010; <http://blog.lionbridge.com/translation-and-localization/bid/45079/What-Keeps-Global-Marketing-Managers-Awake-at-Night>

In Anderson's 2009 Marketing Trends Report,³ customer satisfaction and retention were ranked first and second - the same rank they held in the firm's 2008 study. While lead generation moved from 19th place to tenth, Tom H.C. Anderson, managing partner at the market research consultancy, said the rankings reflected a greater need to nurture existing customers during the recession.

"(In a recession) you're going after the 20% that generates the 80%," Anderson said.

Return on marketing investment, which rose 12 percentage points from the previous year, was ranked third, as marketers scrambled to do more with fewer resources. Slightly more than half of respondents to this survey said their budgets were shrinking, while close to 20% were actively reducing staff and another 25% were cutting head count through attrition.

APRIMO & ARGYLE

Chief marketing officers surveyed by Aprimo and Argyle Executive Forum in April 2010 also cited ROI and integrating marketing efforts as top priorities.⁴ According to this survey, CMOs cited the following as their biggest challenges:

- 37% listed "integrating and tracking multiple channels" among their top concerns
- 28% picked "doing more with less"
- 18% chose "accountability and measurement"
- 11% mentioned "being able to control messages in light of social media"
- 6% cited "keeping up with social media"

When asked "what is driving the highest degree of change to your marketing strategies?" their top responses were:

- "Creating more compelling customer/prospect experiences" (37%)
- "Increased requirement for ROI/accountability" (27%)
- "The drive to digital marketing" (18%)

SO WHAT DOES THIS HAVE TO DO WITH FULFILLMENT?

Plenty. While your fulfillment vendor can't solve all of your biggest concerns, the right partner can be an enormous help in a number of areas.

Take return-on-investment, for example. ROI can be enhanced by cutting costs, increasing response rates and revenues, or both. One obvious way to cut costs is to reduce the volume of print materials you produce, which also reduces storage costs, as well as waste due to obsolescence. But you can't afford to be caught out-of-stock in today's "gotta' have it now" business environment. A good fulfillment partner can solve this dilemma by helping you determine what quantities to print and when to reorder.

What Makes Marketers Lose Sleep at Night?

Better yet, your partner can set up a digital print-on-demand solution for critical literature, to supplement or replace offset printing. Digital print can also be a good choice for new documents, when you're not yet sure of a cost-effective offset quantity.

In addition to reducing production time, inventory, waste and rush reprint charges, digital print can help you create more relevant, compelling pieces and improve ROI through customization and personalization. Numerous studies validate the fact that personalization as simple as adding a name and address increases response rates by more than 40%. Customizing content and images to recipients' needs, desires and demographics can improve results by up to 500%. Your fulfillment company should work consultatively with you to help you determine the level of personalization that's appropriate for a given piece or campaign, based on your business goals, anticipated results and the value of the sale.

VERSION CONTROL FOR BRAND AND REGULATORY COMPLIANCE

While it's important to make your communications relevant to your markets (even markets as small as one individual), it's also critical to maintain brand consistency and stay in compliance with any applicable industry and government regulations. Take the insurance industry, for example. Policies vary from state to state; and agents are licensed to sell only specific products. Insurance marketers need to make sure that prospects are getting communications that are tailored to the product(s) in which they're interested, with just the benefits and conditions that apply in their locale, through an agent that's legally able to deliver it to them. Your fulfillment company can solve this problem with an electronic customization system that includes built-in business rules to prevent users from accessing literature, text, images or data that doesn't match their job function, job level, sales territory, products they're authorized to sell or any other variable necessary to ensure brand integrity and regulatory compliance.

INTEGRATING COMMUNICATIONS AND CAMPAIGNS

In addition to a well thought-out strategy and compelling messaging, much of the success of integrated marketing programs - including ongoing lead nurturing campaigns - depends on timely, accurate fulfillment. In addition to the capabilities just discussed, better fulfillment companies can take a key role in cross-channel campaign implementation with services and capabilities such as:

- Offset print management and sourcing to deliver the highest quality product at the best price
- Electronic kit and booklet building, with multiple binding/packaging choices and personalization
- Personalized web landing pages (PURLs) incorporating your prospects' names and other relevant information and images
- Pre-populated forms in both print and digital media
- Capturing and compiling valuable information from your campaign recipients
- Measuring the effectiveness of your campaigns and providing reports on site visits, survey answers, utilization of communication components, downloads, and other critical measures
- Records management and compliance monitoring to ensure strict privacy and security levels with regard to physical documents and electronic data

Using one company for all of these capabilities reduces your workload and costs, as well as the amount of vendor coordination needed to implement your campaigns and the opportunities for errors resulting from poor coordination. As a result, your campaigns launch faster, run more smoothly, and yield more profit.

THE BOTTOM LINE

The ideal fulfillment company should function as an extension of your marketing department, offering insights, consultation and solutions that make your job easier, your marketing more effective and your nights more restful. If your partner isn't helping you come to terms with your top concerns by delivering solutions like the ones discussed above, it may be time to talk to some other companies.

ABOUT IRON MOUNTAIN FULFILLMENT SERVICES

Iron Mountain Fulfillment Services, Inc. offers an advanced combination of fulfillment and digital print solutions for targeted and personalized communications. With over 40 years of experience in the fulfillment business, we have the tools and know-how to help you meet your business goals, increase your response rates, expand your market opportunities, reduce your overall spend and ensure compliance with external regulations and internal brand standards. To learn more about Iron Mountain Fulfillment Services please contact us at (877) 514-4637 or visit our website at www.ironmountain.com/fulfillment.

FOOTNOTES

¹ANA: Accountability Heads List Of Top Issues, January 11, 2011; www.mediapost.com/publications/?art_aid=142755&fa=Articles.showArticle

²Study shows Social Media and Marketing ROI top concerns for Marketing Executives; <http://vincentonsocial.com/2010/04/study-shows-social-media-and-marketing-roi-top-concerns-for-marketing-executives/>

³Report: Marketers Place Priority on Nurturing Existing Customers; <http://directmag.com/roi/0301-customer-satisfaction-retention/index.html>

⁴Chief Marketing Officers Admit Confusion and Concerns, May 21, 2010; <http://www.corporate-eye.com/blog/2010/05/chief-marketing-officers-admit-confusion-and-concerns>



ABOUT IRON MOUNTAIN. Iron Mountain Incorporated (NYSE: IRM) provides information management services that help organizations lower the costs, risks and inefficiencies of managing their physical and digital data. Founded in 1951, Iron Mountain manages billions of information assets, including backup and archival data, electronic records, document imaging, business records, secure shredding, and more, for organizations around the world. Visit the company Web site at www.ironmountain.com for more information.

© 2011 Iron Mountain Incorporated. All rights reserved. Iron Mountain and the design of the mountain are registered trademarks of Iron Mountain Incorporated. All other trademarks and registered trademarks are property of their respective owners.