

RMS News

A Marketing Newsletter

Winter/Spring 2007

Volume 3, Issue 1

Circulate to:

KNOWLEDGE IS POWER ...

A publication of Research & Marketing Strategies, Inc.

What's in this issue?

B2B Lead Qualifications
Finding Strategic Leverage
Employee Spotlight
President's Corner

Visit us online:

www.RMSresults.com

- Find out more about our services
- View a focus group
- Take an electronic survey
- Send us a note

RMS services include:

- Custom Survey Research: Telephone - Online - Written
- Image & Awareness Brand Equity Studies
- Site Selection Research
- Strategic Planning
- Customer SatisFACTion Measurement
- New Product/Service Feasibility Studies
- Customer Profiling
- Geographic Analysis of Business Patterns
- Executive Interviews

Think outside the box

When developing marketing ideas

A recent marketing fiasco in Boston, Massachusetts has given the concept known as guerrilla marketing a taboo quality, when in fact, it was the implementers who tarnished the image of this effective technique.

Blinking electronic devices planted at bridges and other spots in Boston led to panic in what turned out to be a publicity campaign for a late-night cable cartoon.

Highways and bridges were shut down and bomb squads were sent in before authorities declared the devices harmless and that the debacle had in fact been a marketing ploy. However, if permits had been obtained and authorities notified in advance, the marketing plan could have been harmless and effective. In an irresponsible effort to grab consumer's attention, proper protocol was not followed, leading to a negative connotation of the guerrilla marketing technique.

The good news is that guerrilla marketing is a very effective means of promotion and, when implemented properly, can lead to sizeable returns.

Let's take a look at traditional



Thinking outside the box when implementing marketing strategies can help form a successful "marketing plan of attack."

advertising: consumers are bombarded by thousands of ads everyday, but many fall into the background as consumers have learned to

See Guerrilla Marketing page 2

Manage your opportunities

Awareness, flexibility and innovation are valuable tools for all aspects of life. In the marketplace, proper use of these tools will help a business control and expand its niche within an industry.

"Strategic leverage" incorporates awareness, flexibility and innovation and enables companies to maximize the marketable opportunities available. Essentially, the concept asks for an analysis of a company's current market position and the exploration of new opportunities. The company then



See Strategic Leverage page 3

Familiar with AIDA(S)?

AIDA(S), Awareness – Interest – Desire – Action – Satisfaction, describes the purchasing process of a customer. By benchmarking marketing activities against AIDA(S), your business identifies marketing strengths and weaknesses. AIDA(S) increases revenues using Awareness as an opportunity to create Interest and Desire. These activities lead to customer Action. Your follow-up leads to customer Satisfaction. An incomplete cycle is a lost sale and a waste of promotional dollars. A marketing audit can identify whether your company incorporates these strategies effectively.

POWER TO CREATE . . .

Guerrilla Marketing:

Follow protocol and do your research

From page 1

tune them out. Don't let your company's marketing efforts be pushed to the back of people's minds. As the year begins, goals and resolutions are being set for individuals and companies and the big question on everyone's mind is: "How do I increase revenues on a tight budget?" The answer: *guerrilla marketing*.

Noteworthy examples of guerrilla marketing range from an elaborate show of acrobats unveiling new product banners on the outside of a building, to placing advertisements on dog vests or floating an object down the Thames River. Innovative marketing has become increasingly popular and these relatively inexpensive publicity stunts create millions of dollars in revenue because they stand out from the usual drone of traditional advertising, as the marketing attempt in Boston illustrated. As they say, any press, positive or negative, is good press. In fact, those blinking devices brought guerrilla marketing to the forefront of everyone's thoughts.

Implementing a successful guerrilla marketing campaign

The term guerrilla marketing was coined by Jay Conrad Levinson, often called the father of guerrilla marketing. In his book, Levinson describes guerrilla marketing to be "... as different from traditional marketing as guerrilla warfare is from traditional warfare." The concept is to use innovative marketing techniques to grab the attention of the customer (not

authorities). Ideally, guerrilla marketers want to promote a product or service without customers' realization, but also ensure appropriate protocol is followed when implementing a marketing plan.

The idea behind guerrilla marketing is to maximize marketing efforts by spending minimum amounts of money. If done right, guerrilla marketing can generate \$10 of profit for every marketing dollar spent.

There are many ways to start up a guerrilla marketing campaign. As Levinson and Al Lautenslager map out in their book, "Guerrilla Marketing in 30 Days," the first step is creating a mindset. This mindset focuses on always keeping marketing at the forefront of business activities.

Guerrilla marketing typically consists of a 30-day implementation plan to achieve results. First, you figure out what you want accomplished and how you want to call customers to action. The next step is to determine the competition and conduct research. Market research is a critical component in any overall business planning process. Using market research can make a huge difference in the effectiveness of your marketing efforts. A competitive analysis and a customer needs assessment can give your company an edge.

Market research results provide intelligence and guide subsequent steps. It

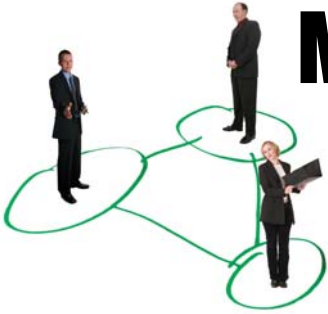
gives your company a strong foundation from which to kick off a guerrilla marketing campaign.

The technique concludes with development of a measurable marketing campaign targeted to your potential customers. The age-old saying "think outside the box" is most appropriately used when trying to capture the attention of consumers.

Guerrilla marketing was devised in response to cookie cutter marketing campaigns, which were similar in style and very boring. Taking this approach to marketing, you break the "cookie cutter" mold and stand out from your competition. Find what makes your product or service special. Be aware that you are constantly marketing your product/service, not just when advertising. Find something that will interrupt the routine of everyday life and capture your customers' attention.

These are only the first steps of guerrilla marketing. So get brainstorming for those wacky and crazy ideas and engage all staff. Effective marketing campaigns mean successful business.

"Market research is a critical component in any overall business planning process."



Maximize prospecting efforts

Last August, RMS introduced Business-to-Business (B2B) Lead Qualification. The service was launched to meet the needs of companies with limited or over-taxed sales departments.

B2B Lead Qualification is designed to help companies reduce the time spent looking for business leads. With B2B calling, companies can optimize their sales time, going after prospects who are most interested in their products or services. RMS' Manager for Business Development, Kim Cuccaro, says "interest in lead qualification is really growing. Businesses are looking for ways to get to interested decision-makers. This service does just that."

Using their state-of-the-art

call center, RMS telesurveyors make calls and match business leads to a company's prospecting requirements. The customized survey script is used to qualify and rank prospective clients.

Since the introduction six months ago, RMS continues to see demand for this service grow. Here's what clients have said about their experience with the B2B service:

"B2B increased my business leads exponentially. It's a phenomenal service that I highly recommend."

**- Don Hilfiger
Energy Consultant
North American Utility**

"If you're looking for a company that will give you more than just a name and phone number for potential business leads, this service is unbelievable."

**- Tom Carello
VP Business Development
Kishmish, Inc.**

If you would like to know more about B2B Lead Qualification visit www.RMSresults.com and complete our B2B scoping exercise.

Nowadays it seems we are getting more and more phone calls from people overseas selling products and services found right next-door. At RMS, none of our calls are outsourced. We have an onsite call center from which all calls are made. Our callers are from Central New York and are experienced telephone interviewers with the skill to get to decision makers. All prospects are qualified in-house to be quickly turned over to you. Rest assured you will receive accurate information and definitive business leads to jump on right away.



Familiarize yourself with Strategic Leverage

From page 1

uses the "leverage" to create a strategy to improve return on investment. Sound like hocus pocus? Adroit, nimble companies are very aware of how to maximize their strategic leverage.

Strategic leverage helps companies to recognize internal and external factors regarding strengths and weakness in an industry. Key components of the concept include understanding the market place and being attentive to consumers' needs. It also provides guidance on how to maximize opportunities available to a business by remaining flexible to market needs.

Strategic Leverage dimensions

- 1. Target Market**
- 2. Product or Service**
- 3. Place (channels)**
- 4. Promotion**
- 5. Price**

According to Milind M. Lele, author of "Creating Strategic Leverage," there are five principal dimensions in which a business can focus on to change "position" within a marketplace. They are target markets, products, place (channels), promotion and price.

Although these dimensions will vary by industry, properly identifying the principal dimensions that apply to your company, followed by a well-developed strategy, will guarantee maximal returns.

Companies need to identify their strategic leverage and determine which "position(s)" best suit their abilities to maximize opportunities within the industry's marketplace.



45 Oswego Street
Suite 300
Baldwinsville, NY 13027

Phone: 315-635-9802
Fax: 315-720-1159
Email: info@RMSresults.com

**Improving Bottom Line
Performance with
Superior Marketing
Intelligence & Strategies**

**We're on the web! Visit
www.RMSresults.com**



Like to see a specific topic addressed in "RMS News?"
Email comments, ideas or suggestions to ErinS@RMSresults.com

Fun Fact: The characters Bert and Ernie on Sesame Street were named after Bert the cop and Ernie the taxi driver in Frank Capra's "It's A Wonderful Life."

President's Corner



Mark Dengler

It's a new year, with new business goals. I always enjoy this renewal time of the year. It's a time to kick-start or relaunch business strategies.

RMS wants you to be a success this year. That means supplying you with quality market research and marketing assistance tools essential for developing effective goal attainment strategies. As the president of a market research

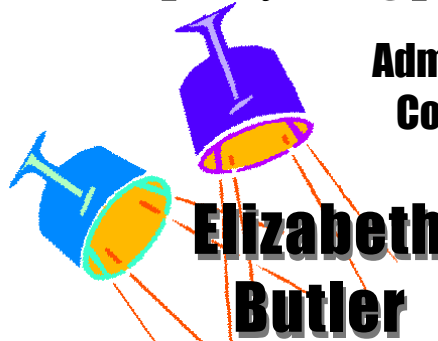
firm, this may seem self-serving, but it truly provides a win-win situation for all.

All successful entrepreneurs will acknowledge that the key to their success was "knowing the customer" and validating that there was sufficient demand for their product or service. RMS provides the tools to address these two necessary "success" conditions.

Good business decisions are based on market research rather than one's own preference, or "gut" barometer. Let RMS help you achieve your business goals in 2007.

Employee Spotlight

**Administrative
Coordinator**



Elizabeth Butler

RMS is pleased to spotlight Elizabeth Butler, our administrative coordinator.

Elizabeth joined the RMS staff in October 2006. She handles all of our office administrative functions and keeps our research team organized. Elizabeth is also the "voice" of RMS, answering incoming telephone calls to the office.

A graduate of Westhill High School, Elizabeth initially moved to Charlotte, NC to work in real estate. She returned to Central New York in 2005. Prior to joining RMS, Elizabeth worked at Syracuse University for the Division of Student Affairs as the Administrative Specialist for the Associate Vice President.