

SMALL BUSINESS CONCERNS

The Key to Successful Marketing Outcomes... is all in the details!

Whether you're a small business or Fortune 500 company, we've all had the experience of wondering "what happened" when our promising new Strategic Marketing Campaign delivered less than stellar results. Although there are market forces and unforeseen events that can affect the outcome, more often than not, it's because an aspect of the follow-up implementation fell through the cracks.

We've all heard or experienced first hand scenarios that make us cringe. Warm leads generated by the campaign are in a box under someone's desk or in email limbo, only to be unearthed months later, cold. The front line sales clerks at your location(s) had no idea the company was advertising a special product, and diverted the customer's attention to another brand. The receptionist is clueless when someone calls about a new service and puts the caller on terminal hold, while she searches for an answer.

How can you avoid the perils of poor implementation?

Here are a few keys to successful outcomes:

- Designate a big picture, detail-oriented "Task Master" as the implementation team leader or point person. Although there may be multiple people, including outside vendors, involved in the campaign's implementation, an organized "ring leader" is a must to avoid creating a "three-ring circus."
- If you are short on staff and long on the "list to do" consider options like hiring temporary workers, outside consultants, or outsourcing the implementation to a fulfillment company. A campaign with multi-layers of follow-up and follow through can be an outside job. Fulfillment houses have skilled, experienced staff who can act on your behalf. They can fulfill prospect requests quickly and report transactions daily.
- Plan ahead for how you'll respond to campaign inquiries and requests. What kind of follow-up is needed? Will you email or mail them? Does the response require a phone call, and if so, who makes that call? Have you made it easy and convenient for prospects to respond back to you?
- Establish your success criteria in advance. As your commercials, newspaper ads, or direct mail pieces generate new leads, capturing, monitoring and reporting those results are vital to determining success and ROI.

But, most of all, communicate—internally and externally. It's imperative. A great experience with your company turns prospects into customers and builds loyalty within your customer base. The key to success is in the details.

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Preferred Providers

Listed Alphabetically



Alternative Computer Technology, Inc.

COMPUTER TECHNOLOGY

Tom Farrell, farrell@altcomp.com

Cincinnati Bell

CELL PHONE AND LONG-DISTANCE

Matt Tontrup, matthew.tontrup@cinbell.com



WORKERS COMPENSATION

Shelly Birdsong, sb@echoiceplus.com
Kevin Schlotman, kevin@cai-insurance.com

Office DEPOT.

Taking Care of Business

OFFICE SUPPLIES

Heather Frazier, heather.frazier@officedepot.com

UnitedHealthcare

GROUP HEALTH CARE

Kevin Schlotman, kevin@cai-insurance.com
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