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On-Target Complete Solutions

We are experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and new media companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

WE'RE ON THE WEB! WWW.DUKEMARKETING.COM

NEW BUSINESS HEATING UP AT DUKE MARKETING

Duke Marketing has had a busy few months. In December we managed a project for **Chevys Fresh Mex®** in Santa Rosa



which was chosen as a "test restaurant" and debuted the New Generation of Fresh Mex® cuisine.

"We needed a marketing firm that had experience working with the press and a multi-unit organization on both a local and national level and Duke Marketing had that, so we knew they were the perfect fit for us," said Darlene Hersh, Director of Marketing at Chevys, Inc. As of February first, Chevys, the 170 unit chain, has hired Duke Marketing to handle their communications nationally. "We couldn't be more

excited about working with Chevys on a national basis, and we expect the same success, if not more than we had in Santa Rosa," stated Linda Duke, CEO of Duke Marketing.

Another new client, **Insulair®, Inc.** a manufacturer of patented triple-wall insulated paper cups, hired Duke Marketing to put together their corporate media kit and manage a major press announcement, with news of 2,000 corporate and independently owned Shell and Texaco convenience stores that will roll out the Insulair cups beginning March 1, 2002. "The cups are incredible," said Duke. "You can hold coffee at 190 degrees and not need a second cup or jacket to protect your hands."

"These cups are the next big thing to hit the coffee industry and we love working with them!"



Duke chosen for Olympic Torch Relay



"What an honor to have been chosen to run with the Olympic torch," said Ed Duke, father of Linda Duke, recently in Sacramento CA.

"We were so proud of my dad," says Linda Duke. "Friends and family from all over came to watch his historic run. He was one of 12,000 chosen out of 200,000 in the US. It was incredible!"



L to R Sharon, Natalie, Ed and Linda Duke



NEWS

On-Target Complete Solutions

Issue 5, Vol. 2 A Duke Marketing Publication

Linda Duke to Teach Advertising Strategy at G.G.U.

GOLDEN GATE UNIVERSITY

Linda Duke will be an adjunct marketing professor at Golden Gate University School of Business in San Francisco. She will be teaching Advertising Strategy on Thursday evenings beginning May 9th and continuing through August.

"I am just so thrilled," said Duke. "One of my long term goals has always been to teach advertising and marketing and give back some of my experiences to students. Now I have my chance!"

Duke has taught Marketing Strategy and Marketing Research courses at Sonoma State, and has been a guest lecturer at several other colleges and businesses.

For more information regarding this course at G.G.U. or guest speaking, please contact Duke Marketing at 415-492-4534.

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Integration-The Holy Grail of Marketing

Integrated marketing continues to be top of the mind for marketers and agency executives, but the industry



direct marketing, promotions and public relations components to traditional advertising creates integrated marketing. But a holistic, customer-focused marketing strategy-not merely execution—is most critical.

Most industry experts agree that integration must be customer-driven, and that the goal of acquiring and retaining customers should dictate execution, whether it means using few or many channels. "The purpose of an integrated marketing strategy is to build a relationship with the customer," says Marionvich.

MYTH NO. 2 Integrated Marketing Saves Money. Although cost savings is often used as a selling point, integrated marketing doesn't always save money. What it actually does is save time. "Usually clients aren't as concerned about the cost savings consideration at all," says Duke, "clients desire integration to conserve another valuable asset—time. It is really a time-management consideration."

Integrated marketing's primary objective is to break through the clutter. The challenge is that consumers get roughly 650 advertising/brand impressions a day.

So we have to try to come up with a very simple, compelling, single-minded message. To create a singular compelling message across all customer touch points has to be the marketers competence.

is still grappling to define it. "For most clients, integrated marketing is a big unmet need," said Linda Duke, CEO of Duke Marketing. "Clients are very concerned with the return they're getting on their marketing expenditures and they are desperate to drive top-line growth."

Although integration is often considered the Holy Grail of marketing today, few have uncovered its secrets. "Our sense is that everybody seems to want integration, but not everybody agrees on what it is," said Mark Marinovich, Senior Associate at Duke Marketing.

Like all things rare and coveted, integrated marketing comes with its share of myths. **MYTH NO. 1 Multi Channel Marketing is Integrated Marketing.** As marketing services disciplines continue to gain legitimacy, many believe that adding

"Integrated Marketing is a very important concept—to create a singular compelling message across all customer touch points"

From the DUKE



"Integration, measurement and customer involvement... sound familiar?"

Linda Duke,
Principal/CEO,
Duke Marketing

It's a New Year and it is time for most marketers to prove their worth.

Integration, (the Holy Grail of marketing), measurement (for real return on investment), and customer involvement... sound familiar? It is all about proving that marketing can drive sales in a cost effective manner, while integrating several components and measuring its return, while keeping current clients happy.

Sounds like a tough job, and it is, but what better way to show your worth?

At Duke Marketing we try to practice what we preach, so you'll find us busy creating worthwhile programs for our clients that are giving immediate measurable results, and we want your feedback too!

Enclosed please find a returnable postcard to give us your thoughts. We appreciate your feedback and want to know how we are doing. Thanks! LDUKE

New Media NEWS

Web-Enabled Franchises Rush to Adapt Internet's Efficient Management Potential"

Franchising functions--such as purchasing, royalty payments, advertising and marketing, data analysis, and communication among franchisors and franchisees--can now take place online in real time. Online activities are fast, convenient, trackable, and calculable. Franchisors can stay in closer touch with what is happening in the market. The more aggressive franchisors have developed their own Web-enabled systems and are beginning to market them to other franchise operators. NeoCom has two product offerings--NeoTrack and NeoCom Exchange. Etrana covers franchisee recruitment, as well as procurement and e-commerce, while Innuity has created a franchise partner program that allows franchisors to outsource their Web design, promotion, and e-commerce services. Finally, Apigent Solutions has developed ZEOM.net, a system designed to keep corporate, field, and site managers informed about store operations.

-From Franchising World

Measure for real revenue

In a fragile economy, companies need ways to generate sales now, not a year from now. The big winners in this recession will be



those that master the emerging science of "immediate marketing"—automating all processes, continually measuring them and constantly refining them to make money sooner rather than later.

Two key activities advance immediate marketing:

TRACKING: As technology lets companies tighten their marketing focus on individual customers, campaigns generate fewer, higher quality, sales leads. These leads are more ephemeral than ever and must be acted on immediately. Yet even in this economy, a surprising number of leads fall through the cracks.

Successful companies need to manage and track every last lead and acceler-

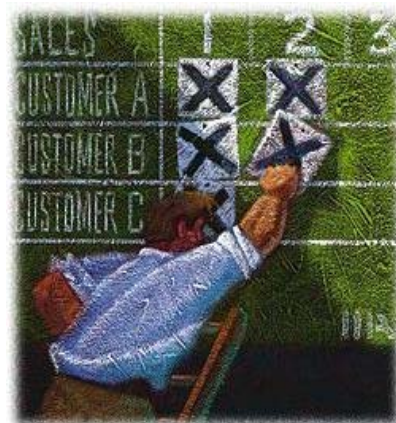
ate them through the sales cycle.

MEASUREMENT: If you master tracking, measurement is easy. With measurement, companies can continually improve their marketing effectiveness, then confidently decide what programs to add or cut. Since marketers rarely see the lead after it is handed off to sales, measurement has always been tricky and typically the measurement focuses on the initial campaign response rates, which is a big mistake. Response rates have little to do with

Typically the measurement focuses on the initial campaign response rates, which is a big mistake.

close rates and less to do with return on investment, the most important metric.

To measure effectively, marketers must follow sales leads all the way through the sales funnel. With each lead tracked "sales or no sale."



That way companies can identify which campaigns generate the most revenue, instead of most nibbles, and compare results with what the campaigns cost. This measurement will reveal

which programs are generating real revenue.

Involved customers lead to loyalty gains

Most of today's loyalty programs focus on rewards and incentives. But loyalty can't be bought or forced on customers. If you want to create a strong base of loyal customers, put your efforts into engaging your customers more deeply with your company.

When people are not engaged, they don't care and have no reason to feel loyal. But by treating customers like partners or by making them owners of your business, you can engage customers beyond the traditional buyer-seller relationship. Some ways to do that include:

- **Get customers involved.** Employees tend to show greater loyalty to bosses who treat them with respect and as partners rather than as subordinates. The same applies for customers; treat them with respect and they will reward you with more business. Invite your customers to review new products, encourage them to make a list of their favorite things about your business. This gives a normally anonymous customer a chance to participate in the company's business.
- **Ask for feedback.** Customers can have great ideas and soliciting their involvement makes them feel their views are valued. Rather than rely on occasional focus groups and surveys,

be more forceful and genuine in soliciting feedback by allowing customers to provide suggestions at all con-



tact points and offering rewards for suggestions that are used. Create a strong feedback mechanism to ensure that customers receive a prompt reply to their suggestion.

- **Personalize the dialogue.** Don't expect "contact us" link on the Web site or generic "tell us how we are doing" card in the store to provide enough relevant feedback. Few customers make their opinions heard this way. Companies should appoint a customer advocate and use the individual's name in all communications. By personalizing the feedback effort, customers will feel safe in providing feedback and will know that someone will be their partner and act on their behalf.
- **Ask for input ahead of time.** Ask certain customers to be part of a consumer council. Its role would be to provide feedback on various

initiatives either before or while the initiatives are being launched. Invite members to a quarterly lunch and treat them as a permanent focus group. By closely involving them with the firm's efforts to improve service or expand your product offerings, a manager can elicit from them a higher degree of loyalty to your firm than to other firms that don't seem to listen to their opinions.

- **Give customers ownership.** Companies can

also create a strong tie with customers by giving them ownership in the firm. By offering customers stock grants or options, in the customer's mind, position the company as a partner.

Think of ways to engage customers so they become passionate about your products and your business. Not only will they provide more repeat business, they will also be an excellent source of testimonials, word-of-mouth advertising and referrals.

Multi-Unit NEWS

Outlook for the 21st Century: More Diverse Franchisees, Customers and Employees

Given any thought to the changing demographics of the United States lately? You should. It could make all the difference in the world to your business. We've heard the reports. We've read the statistics: Minority populations and purchasing power are growing at a rapid pace.

Consider this: minorities now represent more than half the population of America's largest cities. By 2025, according to U.S. Census reports, minority populations are projected to exceed the majority population in four states-California, Hawaii, New Mexico, Texas-and the District of Columbia. And by 2050, the minority population most likely will surpass the majority population. Given these statistics, who do you think your future consumers and employees will be?

Consider this too: it is estimated that 25 percent to 60 percent of all retail sales to urban residents (minorities) are not being sold by urban retailers. That means urban residents are going outside of their communities to get the goods and services they need. Couple that with the estimated \$1.145 trillion minorities spend on goods and services each year (and growing) and urban markets currently represent a huge, untapped retail market.

Franchise companies can only truly benefit from increased diversity if they actively look for and learn from diverse franchisees, employees and suppliers. Developing specific, targeted, results-oriented programs to attract and retain minorities is the best way to accomplish these goals.