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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

BUSINESS BOOMS AT DUKE MARKETING

Frank Howard Allen has retained Duke Marketing to provide advertising, marketing and promotions to further strengthen their already dominant presence in the North Bay area.

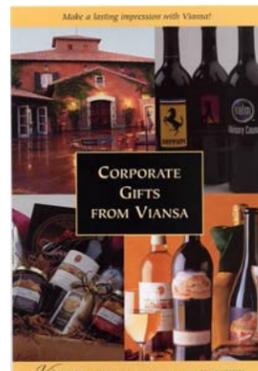
Frank Howard Allen owns and operates 21 offices with over 500 sales agents with offices in Marin, Sonoma, Napa and San Francisco counties, and has been in business and locally owned and operated in the Bay Area for nearly 100 years.

"Duke Marketing presented a thorough, sophisticated and creative marketing program for our consideration," said Becky Gould, General Manager of Frank Howard Allen Realtors. "Their enthusiasm and professionalism has already impressed us. We are very excited about our new alliance with this respected firm."

Duke Marketing will be developing new print and outdoor advertising campaigns in the first quarter of 2003.



Left Bank Restaurants has hired Duke Marketing to provide public relations and marketing consulting. "We want to take our marketing and PR to the next level and Duke Marketing has a great feel for what we need," said Jim VanDercook, President of the Left Bank Restaurant Group. "We are positive Duke Marketing can help us reach our goals and give momentum to our growth plans from 4 stores to many more."



Duke Marketing also completed corporate sales collateral for Viansa Winery & Italian Marketplace, as well as overseeing a corporate sales plan from the Sonoma State marketing students.

A.G. Ferrari Foods, with 14 locations, the Italian importer and grocery chain has hired Duke Marketing to provide collateral development and marketing consulting, recently completing their holiday catalog. Duke Marketing is very in tune with A.G. Ferrari, our concept, our messaging, so we knew the projects would be done on target," said Adrienne DeAngelo, Director of Communications for A.G. Ferrari Foods. "Linda Duke is like having another arm!"



"We are thrilled to have new business like Frank Howard Allen Realtors, Left Bank, Viansa Winery and A.G. Ferrari" stated Linda Duke, CEO and Principal of Duke Marketing. "They are all terrific brands and all are looking forward to enhancing their image through their advertising, public relations and marketing efforts, and we are excited to make that happen for all of them."



On-Target Complete Solutions

NEWS

Issue 9, Vol. 3 A Duke Marketing Publication

GREAT DESIGN!

- 1) **Create attention grabbers** and "hot spots". Get the reader to notice your work and drive home your message.
- 2) **Establish a tone** that speaks to your audience. Graphics, type fonts and backgrounds—these elements give your document "personality". Choosing the right elements to best suit your readers will get your message across.
- 3) **Simplify!** It is difficult to fit everything you need to say into the allotted space. Present information in an easy-to-read format to create balance among the elements on the page.
- 4) **Use color correctly** to enhance your message. Color is so powerful it can communicate without words.
- 5) **Use pictures** and graphics to add impact. Sometimes the right photo can say it all!
- 6) **Avoid graphic overload.** Don't overfill your pages with too many graphic elements. It will make your document hard to read.

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Time to get personal!

The pathways of personalization are multiplying—the ability to target down to wafer-thin slices, or create markets of one—is still very much a goal that marketers strive for.

What is personalization? How a marketer reaches its ultimate customer with offers or information that directly relate to that person's needs or wants. For instance, hotels are keeping track of their customers needs and wants so well that when you call to make a reservation, they automatically know that you enjoy a corner suite, like the morning paper, and know when your birthday or anniversary is without asking and they send a bottle of bubbly to your room without even asking.

What's the big deal? The big deal is customer loyalty and repeat business. If handled correctly, getting personal with your customers is seen as a benefit rather than an intrusion.

What's the trick? "Personalized marketing is hard work," says Linda Duke of Duke Marketing. "It's a matter of digging down into your database and understanding what your customer is saying to you." For instance, you have to find customer buying patterns, and if you can, you can offer them incentives to try other related products or services that they typically buy.

Has it worked? Yes. For some companies, personalized marketing comes naturally. Some retailers that are already renowned for their customer service, seem to be fairing very well with the integration of their website along with their catalog and database. With an easy-to-navigate and easy-to-shop website, a company can have success personalizing targeted emails to par-

ticular customers. For example, if you know what size shoes your customers' order, and you have an overstock of particular sizes, you could send a email message with a link to the website for the shoes to those customers most likely to



be very excited about the discount and abundance of their size. The response rates in a personalized message such as this example are ten times more effective than average email efforts.

How can we do it?

Some companies begin their efforts with a seasonal newsletter, both email and printed versions.

Giving relevant information to your customer base on a regular basis, not only keeps your brand and products in front of them, but shows a personal touch. This personalized approach to sharing information with your customers can work both ways. Putting in a response mechanism for them to build your database, will in return give the customer more of what they want to buy and what they are interested in.

Now what? "The key in understanding your customers," says Duke. "These are people that get a lot of pitches for their money, from credit card companies, from all kinds of marketers. You need to be selective and be sure that what they get is what they want. That is when they will respond," says Duke. "A website that says "welcome back Linda" isn't all that notable. That's really the minimal personalization. Customers are looking for a heightened level of personalization not only through email, but direct mail and newsletters, a new level of timeliness and relevance, and seeing that evolve over time."

From the DUKE



Linda Duke, Principal/CEO, Duke Marketing.

Happy New Year!

The year is already off to a busy start.

It was great to see so many of our clients at our holiday party. Please enjoy the photos!

With this issue, we really tried to focus on marketing initiatives that can make a difference for your business this year. Getting more personal by determining your customers needs and wants

and then delivering a personalized message that really gives your customers a reason to buy. Developing a "smart" mailing list out of your existing customer database to target specific buying behaviors, and creating a direct mail campaign around those behaviors will garner far more results. Then finally, delivering the brand experience that is expected when the customer actually makes their purchase.

These marketing initiatives are much more strategic than just placing an advertisement, and if done well, can actually provide cost-effective ways to reach your ultimate customer and keep them coming back for more.

With budgets tightening up this year, and return on expense being the top of mind for most companies, marketers are going to have to think strategically and put together plans that show results.

MULTI UNIT NEWS

L.S.M.

More Local Store Marketing Than Ever Before!

LSM, or Local Store Marketing isn't a new concept, but many multi-unit organizations are starting to dust off their LSM manuals and beginning to really dig in and see the results from their local efforts.



Some of the local store tactics that are being refreshed range from hosting events and fundraisers, to offering local businesses a place to hold networking or monthly meetings, to getting the local TV and radio stations to get involved with covering the local angle.

"With so many people staying closer to home since the events of September 11th and the economy, local store marketing initiatives are really a smart move to keep current customers coming back, reminding those that haven't been in for a while, and getting involved with the community," said Linda Duke of Duke Marketing. "Another good reason to focus locally is that it actually is more cost effective than running advertisements or discounting," she continued. "Once multi-unit companies gear up their LSM activities and start seeing results, they will realize for as much work as it can be, it really is the best way to drive sales!"

DIRECT MAIL THAT WORKS!

The question of every marketer's mind is, "Does direct mail work?" We all have full mail boxes these days. Lots-o-junk. We have spam in our email boxes and junk mail in our home and office mail. So, what direct mail will actually catch a prospects eye? What works?

Maybe some of you saw this \$500 bill in a recent Sunday newspaper. It caught my eye! I wondered if that was actually the correct President on the front, and who sent this.



It made me grab it, open it, and see what the deal was. It was actually from Anderson Windows. They were offering a \$500 discount for new windows.

I don't need new windows, but it got me thinking...it worked. It was something that caught my eye, made me read it, and if I was in need of new windows, I probably would have spent time reading the entire copy.

So what does this mean? Back to basics with direct mail marketing. Finding the right image or message to get prospects to reach for your direct mailer and more importantly, choosing who is reaching for your direct mailer.

Defining your target:

Once you have a mailing list, then zeroing in on the similarities between them and determining their buying patterns is one of the best ways to target your prospects.

If your mailing list is

made up of people that buy your products online or sign up in your stores, then the next step is to determine their buying patterns.

You may have a group of prospects that have only purchased your products or services for a one-time special occasion. You should be able to track that. Once you discover that group, a direct mailer for up coming special occasions with a very clever image or message should garner a nice percentage of response from that

group.

The Direct Marketing Association predicts that marketers will get smarter at using their existing lists to generate far more results, than by placing advertising on mediums that may or may not reach your ultimate consumer.

The media market is so segmented with hundreds of cable channels, networks, radio stations, newspapers and magazines and all have been increasing their rates with the current state of the economy. So it makes sense to use what you have, a mailing list of people who already know your company and products and determining the best way to reach them again and again to increase their buying behavior.

Once you focus on your existing list, understand what makes them buy, and then determining the best way to catch their attention, you'll have a direct mail campaign that works!



SONOMA STATE UNIVERSITY

STUDENTS PRESENT MARKETING PLANS TO VIANSA WINERY

The Marketing Management class from Sonoma State University, Fall Semester, completed group projects for Viansa Winery and Italian Marketplace.

The students were given a tour, wine tasting and some objectives to follow at the beginning of the semester and the students were split into groups to focus on different target markets. Their final was a presentation to Viansa's key personnel, and marketing plans for reaching those potential customers.

"The best way to teach marketing is to provide students with a real-life project, and let them understand all the fundamentals in class actually do come into play with a real plan," said Janeen Olsen, marketing professor, Sonoma State University. "The students really came up with some good ideas," said Linda Duke, who was co-teaching the course at Sonoma State University.



If your company is interested in having a project done by students, please contact Linda Duke at Duke Marketing, 415-492-4534 duke@dukemarketing.com

BRANDING—It's All About The Experience

The first marketing communications and branding in America was simply a sign outside of a business. The communications were "salesmanship in print, driven by a reason to buy." But that was long before the advent of radio, television or the Internet. The nature and scope of the business world, branding and advertising, were quite limited. A century later, our planet is a far different place. The nature and needs of business have changed, and so has the concept and practice of branding, advertising and marketing communications.

Today's definitions of advertising and branding abound. Some marketers, for example, might define it as communication, public relations, or persuasion process; business-people see it as a combination of name, words, symbols or design that identifies a product; and some consumers see it as a nuisance.

For consumers, brands offer instant recognition and identification. They also promise consistent, reliable standards of quality, taste size or even psychological satisfaction. **So, what is all the talk about branding today and why is it important?**

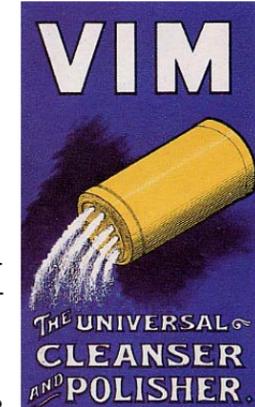
Branding offers a host of blessings to the marketer: customer loyalty, long-term profits, drive market share, and it maintains and reinforces the brand's personality in a real-life context. For marketers, branding is one of the most challenging tasks to provide, or even explain to someone! Here is an example: Starbucks. Advertising did not create Starbucks' image. It was built on two things: the quality of its product—it really is a better cup of coffee—and the store experience. The promise of the brand is that it will deliver a superior product in a superior setting, is the reason Starbucks can charge four dollars for a

cup of coffee.

So why is the experience so important? What if you went into a Starbucks that did not have a superior environment? What if it were dirty or employees were emptying trash in front of where you were sipping your four dollar coffee? It will change your idea of the brand. It raises frustration when Starbucks doesn't satisfy the cost-value equation. "If I agree to your prices, you agree not to empty trash in front of me."

It is how you experience the brand, that makes it really work. It has to get clothes cleaner, make your teeth whiter, taste better, if that is what the brand stands for, and if the consumer experience is not the same as the promise, the brand equity will deteriorate.

So as a marketer, what do we do to keep the brand equity? Consistency, control, and simplicity. Brands are built over time and **consistency**. Always delivering on the brand promise and over time the goal is always the same—brand loyalty. **Control** is important, for example, Starbucks can not afford to be thought of as just another fast-food place, keeping



control on the standards which set their brand apart is imperative no matter how many stores they open. Finally, **simplicity**, too many products, too many messages, too many promises, will equal no brand equity. Keeping it simple, straightforward so that employees understand how to deliver on the brand promise, and customers can easily experience the brand promise they receive in store or through the advertising.

Want to build brand awareness, brand equity, market share? All it takes is follow through on the brand promise, giving customers the experience they expect, being consistent and keeping it simple!