Budco

WHITE PAPERS

# THE BUDCO PERSPECTIVE: DMA 08 – IT'S ALL ABOUT CONNECTING THE CHANNELS

AI2 BUSINESS INTELLIGENCE CONTACT CENTER PRINTING AND PRODUCTION MAILING SERVICES TARGET CONNECT DIRECT MARKETING INFORMATION TECHNOLOGIES WAREHOUSING AND INVENTORY MANAGEMENT OPTI-COMM ESTORE 8.3 FULFILLMENT LETTERSHOP AND FINISHING CREATIVE SERVICES CD DUPLICATION OPTI-POST PLUS FINANCIAL SERVICES TARGET CONNECT DIGITAL PRINT TARGET CONNECT AI2 BUSINESS INTELLIGENCE CONTACT CENTER FULFILLMENT PRINTING AND PRODUCTION MAILING SERVICES DIRECT MARKETING INFORMATION TECHNOLOGIES WAREHOUSING AND INVENTORY MANAGEMENT OPTI-COMM PERFORMANCE MEASUREMENT AND IMPROVEMENT DIRECT MARKETING ESTORE 8.3 LETTERSHOP AND FINISHING CREATIVE SERVICES CD DUPLICATION OPTI-POST PLUS FINANCIAL SERVICES BRAND CONNECT DIGITAL PRINT LETTERSHOP AND FINISHING PERFORMANCE MEASUREMENT AND IMPROVEMENT FULFILLMENT CREATIVE SERVICES AI2 BUSINESS INTELLIGENCE CONTACT CENTER PRINTING AND PRODUCTION MAILING SERVICES TARGET CONNECT DIRECT MARKETING INFORMATION

# The Budco Perspective: DMA08 – It's all about connecting the channels

Making interactive connections in today's multichannel digital universe is what DMA08 is all about," said Direct Marketing Association President and CEO John A. Greco, Jr. as he welcomed attendees from around the globe to DMA08 Conference & Exhibition in Las Vegas this month. Budco's team was there in force reviewing and learning from a wide array of direct marketing approaches and methodologies that drove home Mr. Greco's point.

The general theme of DMA08 was, **"r u Connected?"** Greco pointed out three specific ways of getting connected:

- "First of all, as marketers, we need to constantly make connections with people and organizations that are our customers, donors and prospects."
- "Second, the connections we can make with one another and the greater community around us. No one can afford to go it alone in this environment, so cultivating these connections can have a lot of value."
- "Third, and perhaps most important of all, it's very clear that the future of all marketing lies in connecting the channels, most of which are direct marketing

channels. Connecting the channels will allow marketers to continue to connect with customers. Integrated marketing communications – personalized, relevant and timely – is a vision of the future that many marketers now share. We all have a lot to do to make that vision real."

**Budco: The Dialogue Company secures strong presence at DMA08**

"My feet are aching and my voice is almost gone, but it's all worth it. It's really exciting to see and talk to so many people who are interested in the work we are doing. Work that helps companies **connect** with their customers," said Michael Pavan, vice president of sales at Budco. Pavan is just one of the Budco team who spent two days sharing their marketing capabilities on the exhibit floor at DMA08 as part of a Xerox Premiere Partner relationship.

"Budco is honored to be here with Xerox, as one of their Premier Partners. It gives us the opportunity to share the kinds of creative, one-to-one marketing strategies we design and execute for a variety of customers. It's really fun to see people get excited about seeing new ways to create relevant communications that build dialogue with customers and prospects," remarked Jeff Sierra, vice president of marketing and product development.

Budco, the Highland Park, Michigan-based fulfillment and direct marketing organization helps clients build strong relationships with business and consumer audiences by **facilitating dialogue or two-way communications**. Budco has been connecting the various marketing channels since 1982 with a focus on fulfillment. Budco has grown organically by adding carefully integrated products in direct response to our customers' needs.
All of these are supported by an array of in-house supporting competencies.

This has allowed us to create business partnerships with many Fortune 500 companies who need to utilize high-quality blended techniques like e-mail, print-on-demand, Web-based and other channels to engage their customers.

**This year's DMA allows us to learn and share**

"Innovation is part of our DNA at Budco, so we are here not only to show people what we can do for them in the direct marketing arena; we are also here to learn. We have a full team present attending classroom sessions, listening to the "Thought Leadership" series and scouring the exhibit floor for new ideas. We will take what we learn, share it with the rest of our team and our current customers, and start to develop new approaches," added Sierra.

**Direct marketing continues to be key, especially in today's marketplace**
**Facts and Figures**

The DMA recently released research that shows direct marketing spending accounted for more than half of all US advertising spending in 2008. The outlook for 2009 is positive. Other interesting research points include:

- In 2008, direct marketing accounted for 9.9% of the total US gross domestic product.
- Also in 2008, there were 1.6 million direct marketing employees in the US. Their collective sales efforts directly support 9.3 million others, accounting for 10.9 million US jobs.
- It is projected that in 2009 direct marketing will capture 53% of total advertising expenditures, continuing the movement of dollars from general advertising to direct marketing.
- Direct marketing expenditures continue to grow, with a year-over-year increase of 3% from 2007 to 2008.

- Direct marketing sales also continue to grow. posting a 3.7% increase from 2007 to 2008.
- Direct marketers spent $176.9 billion in 2008, up from $171.7 billion in 2007.
- Direct marketing sales hit $2.06 trillion in 2008 vs. $1.99 trillion in 2007, an increase of $72.5 million.
- Direct marketing sales are projected to grow 4.5% in 2009.
- The DMA expects spending to reach $183.1 billion and sales to hit $2.15 trillion in 2009.

**Cross-media and multichannel communications prove to be worthwhile investments**

With Budco's special focus on cross-media and multichannel communications, our team spent a great deal of quality time at DMA08's learning sessions within the multichannel, emerging channels and creative strategies marketing tracks. They gathered a variety of insights and best practices from **Intel, Nimblefish, Xerox, Marriott, and Northwestern University** among others. The following quick notes is a combination of information gathered by the Budco attendees and those published in the DMA Show Daily report:

- Cross-media communications campaigns can be very effective to communicate an initial message, drive a customer or prospect to the Web where additional information can be collected and then **use that information to provide relevant follow-up communications**.
- Personalization and relevant personalization are not the same. Make sure the messages you communicate are **relevant to the individual recipient**.
- Personalized URLs (PURLS) have great value. **The key is to personalize beyond the URL itself**. Build in relevant information in the actual landing page.
- Make PURLS simple and easy to navigate. **Don't try to make them too complex.**

- Response rate is important and is a good indicator of success, but **ROI is the real measurement of success**. Make sure your cross-media campaigns have a built-in mechanism to track responses and sales revenue generated.
- Strong project management is a key to a successful cross-media application. **Ensure you have a key stakeholder in place that can manage the process as well as changing expectations of other key stakeholders**.
- **Know where to draw the line when using relevant personalization**. Creating something too personal or demonstrating you know what might be perceived as too much about a customer's or prospect's behavior can be perceived as "creepy" and not appealing.
- Utilize surveys to gain more information about your customers or prospects. Ask them what they want and then give it to them. **Use this opportunity to identify the individual's preferred channel of communication, and use it to respond in a timely manner.**

**Realizing that good ideas and innovative business practices can come from anywhere, we often cross-pollinate non-proprietary ideas that help our clients succeed. Major marketing gatherings like DMA08 provide a wealth of ideas and perspectives for our team.**

**Like our cross-industry customer base, which contains a variety of cross-industry Fortune 500 companies, we always strive to provide our business partners with knowledge and insights that all our customers can and do benefit from.**

**For more information, contact Budco at 1-888-BUDCO-40 or via e-mail at marketing@budco.com**

## About Budco: The Dialogue Company

**Beginning in 1982 with a focus on fulfillment, Budco has grown organically by adding carefully integrated products in direct response to our customer's needs:**

- Budco helps companies strengthen their relationships with key business and consumer audiences
  - We do this by creating solutions that encourage dialogue, the foundation of all successful relationships
- Our mission is to meet and exceed customer expectations by providing innovative, end-to-end business solutions that deliver results
  - We do this by designing custom product solutions supported by multiple in-house competencies

- Founded in 1982
- 500 employees
- Coast to coast operations
- Operations facilities and sales offices in California, Michigan, Indiana, Florida and New Jersey
- Headquartered in Highland Park, MI
- Integrated solutions supported by a wide variety of in-house competencies
- Custom approaches designed to deliver on customer's needs
- Cross industry experience with Fortune 500 companies
- Focused, innovative, client-centric culture

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