

MMPlus Group Menu of Services

Marketing Services

- Annual Marketing Plan
- Annual Marketing & Media Plan

Media Services

- Annual Media Plan
- Annual Marketing & Media Plan
- Cable TV Schedule
- Radio Schedule
- Television Schedule
- Magazine Ad
- Newspaper Ad
- Direct Mail
- Outdoor Schedule
- Transit Schedule
- Movie Theatre Ads
- Bench Signs
- Aerial Banners

Broadcast Production Services

- Single TV Spot Package
- Double TV Spot Package
- Radio Spot Package
- Corporate Video Package

Graphic Production Services

- Banners
- Transit Displays
- Outdoor Poster Displays
- Wall Murals
- Sports & Recreational Signs
- Magnetic Signs
- Vehicle Full Wrap Signage
- Vehicle Decal Signage
- Aerial Banners
- Door decals/lettering
- See-thru Window Images
- Interior Store Signage
- Trade Show Signage
- Pole Banners

Public Relation Services

- Press Release & Distribution
- Event Planning

Graphic Design Services

- Logo Design
- Capabilities/Product Brochure
- Flier
- Direct Mail Postcard
- Coupon
- Magazine Ad
- Newspaper Ad
- Generic Ad
- Movie Theatre Ad
- Business Cards
- Letterhead Design
- Bench Signs
- Outdoor Poster
- Transit Display Poster

Introducing "MMPlus Group"
The Small Business Advertising Agency

Normally, we don't like to take up space to tout our own wares, but we're so excited about our new division here at CPM, we just can't contain ourselves!

As many of you know, in 1993 – 10 years ago now, we're proud to say – we started CPMedia Services. In looking for professional services to help us along the way (and through those rough first five years) we relied on our much more experienced and established colleagues for guidance.

While we are grateful for all the help we got along the way, one tiny (actually it was huge) problem kept coming up. We just weren't in the same price league as they were and the people they were recommending to us. So, here we were, shoulder deep in start-up costs and still needing experienced, professional services - in our case legal and accounting – at a price we could afford. Luckily, we found those individuals.

But who out there offers experienced, professional advertising services at a price affordable to the new or small business owner? No one we know. That's why we've launched the MMPlus (Media Marketing Plus) Group. Advertising services geared toward, and priced for, businesses on a budget.

MMPlus Group offers a menu of Media, Marketing, Public Relations, Graphics, Broadcast and Graphic Production Services from which to pick and choose. Do you need an Annual Marketing Plan or just a small ad for the local high school year book? Do you need someone to negotiate and purchase an effective, affordable media schedule for

MMPlusTM
Group

MMPlus GroupTM is a division of CPMedia Services, Inc.

your Grand Opening Sale or do you just need a Now Open banner? Are you tired of trying to create an ad yourself with your limited "cut and paste" art? Does the thought of writing the marketing portion of your business plan to present to your local bank give you chills? Just think, no more trying to design an ad yourself or figuring out who to call to have your name put on your door.

We're here to help you - a group of advertising and marketing professionals that has been in the "business" many years. For those not ready financially or otherwise to work with an "advertising agency," MMPlus Group requires no contracts, no on-going commitments. You decide what you want done. We'll do it for you! Professionally prepared marketing and advertising materials developed by experienced professionals. Our menu of standard services comes with standard pricing geared toward the small business owner. So don't worry!

Give us a call at 614-717-4910 to set up an appointment. We'll go over our rate card with you and answer any questions you have - FREE! There's no initial consulting fee. Or, visit us at www.mmplusgroup.com.

Orchestrating Space & Time - The Beginning

With this newsletter, we will begin offering you the information you need to set reasonable expectations for your advertising and to make wise media selections and placements. Consider this your bi-monthly basic training in marketing communications - your personal, hands-on guide for steering your message into, and not just toward, precisely the right market for your business.

When you ask most small to mid-size business owners what advertising is, they most generally will say "expensive!" That's because advertising is the means by which businesses, organizations, and individuals buy their way into prospects' minds. By definition, advertising is how businesses inform and persuade potential and current customers through messages purchased in mass media such as newspapers, magazines, television and radio stations, and Internet Web sites.

Image Vs. Product Advertising

Marketing people tend to talk about a lot of different methods of advertising – brand advertising, product advertising, promotional advertising and call-to-action advertising, just to name a few! Basically, ads fall into two categories:

1.) Ads that promote a company's image. If an ad's sole purpose is to build awareness and interest, it is considered an **image ad**. You'll also hear image ads referred to as **brand ads** or **institutional ads**.

2.) Ads that aim to prompt a consumer action. If an ad's sole purpose is to present an offer and prompt a corresponding action, it is considered a **product ad**. Product ads are also referred to as **promotional ads**, **response ads**, or **call-to-action ads**.

Now we get into the old Catch 22 syndrome. Small businesses need their ads to deliver prospect action

which is created through product advertising. However, product advertising works best if the prospect already has a favorable impression of your company, which is achieved through brand advertising. So, you're probably wondering, "now, what do I do?" There is a solution.

Instead of choosing between brand ads and product ads, choose total-approach ads that build awareness and interest, present your offer, prompt prospect action and advance your brand and position. To create **total-approach ads**, follow these steps:

1.) Establish a creative strategy to reign over the creation of all ads, brochures, and communications in your marketing program.

2.) Establish a creative brief to guide each new ad or other communication effort.

3.) Hand your creative strategy and your creative brief to those who will produce your ad.

Insist on a final product that meets your image objectives and your product advertising objectives. As a result, you'll get an ad that builds your brand while promoting your product!

Building A Strong Media Plan

As you build a strong media plan, decisions must be made based upon the answers to the following five questions:

• **What do you want your ad to accomplish?** Advertising can create awareness, interest and a desire to purchase your offering, but except in rare occasions, advertising doesn't create a sale. You must be specific about your advertising objective. If you want to develop general awareness and interest, use media that reaches a broad and general market. If you want to talk one-on-one with those who have already

expressed interest in your product, you'll want to bypass broadcast and general market media in favor of direct mail or other one-on-one vehicles.

• **Who and where are the people you want to reach?** Profile your market by using the information outlined in this issue of *MEDIA By*, and select only media that are proven to reach these people. The more precisely you can define your prospect, the more precisely you can choose your media vehicles. When it comes to advertising, trying to be all-inclusive can drive a business to bankruptcy.

• **What are you trying to say, and when do you need to say it?** If you have a complex offering and are trying to show it in action, you'll want to use a visual medium such as television or print. If you have a great deal of explaining to do, you'll want to look at utilizing radio or magazines. Just remember that each medium accomplishes different things - carefully plan out your decisions based upon their abilities and not the fact that you are partial to one particular media vehicle.

• **How much money is in your media budget?** Set your budget before planning your media. Doing so forces you to be realistic with your media choices. This alone is an excellent reason as to why you should seek the services of a professional media buyer.

• **Can you prepare a media plan yourself?** Do you need help? In our last issue of *MEDIA By*, we provided advice on when and how to bring in marketing professionals to help you with everything from making media decisions to creating ads that move markets to action.

In our next issue of *MEDIA By*, we'll provide a quick overview of the cost realities and advertising advantages of each form of mass media as well as the pros and cons that accompany various media choices.

Market Segmentation - It's All About The Customer

So the time has arrived. You're ready to begin marketing your company. But where to begin? It's all about the customer – knowing who is who among your clientele. This is called market segmentation - the process of breaking your customers down into segments that share distinct similarities.

Target marketing starts with customer knowledge. Learn everything that you can about the person who currently buys from you; then you can direct your marketing efforts toward others who match the same profile. In most cases, you can gather this information yourself without calling in the professionals. Here are some tips to help you:

- Review addresses from shipping labels and invoices and group them into areas of geographic concentration. You can group them into customers living within a certain number of miles of your business, customers living within various regions of your state, or neighboring states. Use whatever method works best for you.

- Follow the data trail from credit card transactions to see where customers live.

- Request zip code information at the beginning of all transactions.

- Survey customers.

- Observe customers.

- Use contests to collect information. Create a postcard-sized survey and use it as a contest entry form. For the cost of a nice prize, you'll collect information that will help you develop your customer profile.

- Monitor the origin of incoming telephone calls. Remember though that callers will only tolerate a certain number of questions. They called to *receive* information not to *give* information.

- Track response to your ads and direct mailers. Include an offer for a brochure, a product sample, or some other incentive to inspire a

reaction to your ads. As prospects respond, collect their addresses and other information to build a profile.

- Study Web reports to learn about prospects who visit you online.

Here are some common market segmentation terms and what they mean:

- **Geographics:** segmenting customers by regions, counties, states, countries, zip codes, and census tracts. To target your market geographically, you need to ask "Where am I most likely to find potential customers?"

- **Demographics:** segmenting customers into groups based on such aspects as age, sex, race, religion, education, marital status, income and household size.

- **Psychographics:** segmenting customers by lifestyle characteristics, behavioral patterns, beliefs and values, and attitudes about themselves, their families, and society.

- **Geodemographics:** this is also called **cluster marketing**

or **lifestyle marketing**.

Geodemographics is based on the age-old idea that "birds of a feather flock together" or that people who live in the same area tend to have similar backgrounds and consuming patterns. Geodemographics describes the most prevalent kind of consumer in certain geographic areas by combining demographic information such as age and income; life stage information such as whether the residents of the area are young and single, married with kids, early retirees, and so on; and customer buying behaviors. It is considered to be the holistic approach to market segmentation in that it combines geographic, demographic and psychographic information to identify groups of potential consumers.

If you feel you need additional help in determining your target market, the staff at CPM can assist you or direct you toward the right resources. Contact Betty Clark at (614) 717-4910 or bclark@cpmedia.com for more information.

Low-Inflation Expectation

Americans are growing more resistant to price increases, and not just because they've got less money to throw around. According to an analysis by Richard Curtin, director of the University of Michigan's Surveys of Consumers, people think inflation will be even lower in the next five years than it has been in the past five. As such, they have "heightened their expectations for larger discounts when shopping." That attitude will be in evidence

this Christmas, with shoppers "likely to avoid retailers that don't offer deep discounts and a high value for their money." It doesn't help that more households are reporting a decline in wealth "than at any other time in the 50-year history of surveys." Looking to 2003, Curtin expects to see a high savings rate, mirrored by spending reductions for nearly everything other than houses and cars. (Source: AdWeek)

I Hired An Agency - Now What?

In our last issue of *MEDIA By*, we posed the question, "Do You Need An Ad Agency?" Now we'll examine what happens when you have reached your decision and have hired an agency. The best client-agency relationships start with a contract. Most agencies prepare a contract that defines the role the agency is to assume for the client, the compensation arrangement, ownership of work produced under the contract, and how the relationship may be terminated.

There is no standard agency contract, but all should define certain issues and agreements, including but not limited to the following:

- *The products, services, or brands that the agency is to work on.*
- *The responsibilities that the agency is to assume for the client.* The contract might list the services that are to be provided, or it might cover the issue with a broad brush by stating that the agency is to provide "services customarily rendered by an advertising agency." This section of the contract often defines certain agreements that protect the interests of the client, including but not limited to the following: a stipulation that the agency may not act as an advertising agency for any products that compete directly with the products of the client; a clause stating that the agency must obtain written client approval before purchasing any services or media buys in excess of a certain dollar amount; a statement that the agency must be responsible for obtaining rights to photographs, artwork, copyrights, and other property that it uses on the client's behalf.
- *The client's obligations to the agency.* This part of the contract includes a definition of the client's role, including the client's agreement to provide information as needed to allow the agency to do its

job, the client's agreement to pay for work in progress if a job is canceled by the client prior to completion, and an agreement that the client will determine ownership of materials that it provides to the agency for use in client advertising. If the contract covers a year-long period (versus a project), the client often agrees not to hire another agency to work on the products or services covered by this contract without prior approval.

- *Agency compensation.* Your contract should define whether you will pay a fee, a percentage of commission of your budget, or a combination of the two. It should define how the agency will be reimbursed for purchases it makes on your behalf, including whether those charges will be billed with or without markups or commissions. The contract describes prompt payment discounts offered by media or suppliers, how the agency will be paid for the work that exceeds the scope of the general agreement and budget, and the time frame within which client payments are to be made to the agency.

- *Ownership of materials.* This is probably the most important part of the contract. Just because you pay for advertising materials produced for your company doesn't necessarily mean that you own them. Be sure that your contract covers this issue. Ideally, it should say that the any materials presented to your company by the agency becomes the property of your company upon payment for the services rendered. Be aware though, that even if you own the agency's work on your behalf, you don't necessarily own unlimited rights to the artistic materials included in the work. Photos, illustrations, original artwork, and even voice and acting talent are usually purchased with limited usage rights. When the agency is buying outside art or talent on your behalf, you need to ask whether the

purchase covers limited usage rights, unlimited usage rights, or outright ownership.

- *The term of the relationship.* The contract might remain in existence until it is "canceled by either party," or it might cover a finite period.

- *How the contract can be terminated.* This tells how the agency will be paid during the termination period, how supplier contracts that can't be canceled will be handled, and how client materials will be returned from the agency.

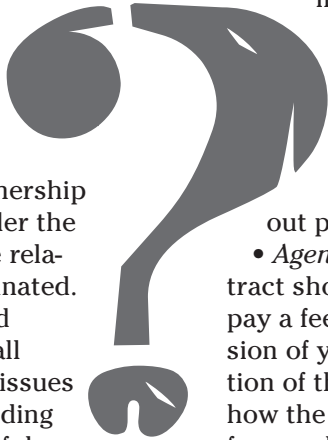
In most cases, the agency will do the preparation work and get the contract to you so that all you need to do is review it carefully, sign it, and keep it on file for future reference.

The 80/20 Rule

Perhaps you have already heard of Pareto's Law, or more commonly known as the "80/20 Rule" that applies to business, and especially to marketing. It is the premise that 80% of your efforts relate to only 20% of your business. By Pareto's Law, 20% of your customers will account for 80% of your sales. Conversely, 80% of your problems will come from 20% of your customers.

It stands to reason that you want more customers like those in the trouble-free, highly profitable market group. But, if you're not careful, the problematic customers will consume your time instead.

While you do need to listen to your discontents and do what you can to right the wrongs they cite, don't allow them to consume all your energy. Instead, create a profile of your best customers. Focus on what those customers like about your business. You'll tip the marketing odds in favor of your business by focusing on your most content and profitable customers and planning your marketing program to work like a magnet to attract more people just like them.



Interactive Advertising Terms: Featuring "B"

The Interactive Advertising Bureau's *Glossary of Interactive Advertising Terms* was written to help marketers, agency executives, and publishers understand the language of this powerful new marketing tool. We at CPM hope that by sharing it with you, it can help you too. Due to the limited space, we will provide the terminology over the course of the next several *MEDIA By* newsletters.

Backbone -

A central network connecting other networks together.

Bandwidth -

The transmission rate of a communications line or system, expressed either as cycles per second/hertz for analog lines, or bits (bps) or kilobits per second (Kbps) for digital systems; line speed; the amount of information that can be transmitted over communications lines at one time.

Bandwidth competition -

A bottleneck, however brief, when two or more files are simultaneously transmitted over a single line. Unless the system is able to prioritize among the files, the effect is to slow delivery of each.

Banner -

A graphic image displayed on an HTML page used as an ad.

Barter -

The exchange of goods and services without the use of cash. The value of the barter is the dollar value of the goods and services being exchanged for advertising. This is a recognized form of revenue under GAAP (Generally Accepted Accounting Principles).

BtoB / B2B (Business-to-Business)-

Businesses whose customers are other businesses.

BtoC (Business-to-Consumer) -



Businesses whose major customers are consumers.

BBS (Bulletin Board System) -

Software that enables users to log into e-mail, usenet and chat groups via modem.

Beacon -

A snippet of code placed in an ad, on a Web page, or in an e-mail which helps measure whether the ad, page or e-mail was delivered to the browser and to track actions in general. Also known as a clear GIF or pixel tag.

Beta -

A test version of a product, such as a Web site or software, prior to final release.

Beyond-the-banner -

A term referring to any advertisement that is not a banner, e.g., an interstitial, streaming video ads, etc.

Bit -

The smallest unit of data in a computer. A bit has a single binary value of either 0 to 1. There are eight bits in a byte.

Bit rate -

A measure of bandwidth which tells you how fast data is traveling from one place to another on a computer

network. Bit rate is usually expressed in kilobits (100 bits) per second or Kbps.

Bonus impressions -

Additional ad impressions above the commitments outlined in the approved insertion order.

Bot -

Short for robot. See intelligent agent, robot.

Bounce -

What happens when e-mails are returned to the mail server as undeliverable.

Broadband -

An Internet connection that delivers a relatively high bit rate - any bit rate at or above 100 Kbps. Cable modems, DSL and ISDN all offer broadband connections.

Browser -

A software program that can request, download, cache and display documents available on the World Wide Web. Browsers can be either text-based or graphical.

Browser sniffer -

Software that detects capabilities of the user's browser (looking for such things as Java capabilities, plug-ins, screen resolution, and bandwidth).

Buffering -

When a streaming media player saves portions of a streaming media file until there is enough information for the stream to begin playing.

Button -

Clickable graphic that contains certain functionality, such as taking one someplace or executing a program; Buttons can also be ads.

You Need Brand

You need a brand. A brand isn't some mysterious, expensive treasure only available to the mega marketers, although they all have one. Simply, branding involves developing and consistently communicating a group of positive characteristics that consumers can identify with and relate to your name.

You build your brand as a result of all the impressions made by encounters with your name, your logo, your marketing messages, and everything else that people see and hear about your business. If your marketing efforts communicate a single impression for your business, then you're building a strong brand. However, if you put out conflicting messages that present your business with an ever-changing look and feel, you can't expect the market to respond with a single, clear impres-

sion about your business. And be consistent in your marketing - project a consistent look; a consistent tone in your communications; and a consistent level of quality, products and service.

Your small to mid-size business probably will never be recognized around the world as a "power brand," but you *can* be the most powerful brand within your target market area. All it takes is:

- Knowing the brand image that you want to project.
- Having the commitment and discipline required to project your brand well.
- Spending the money necessary to get your message to your target market.
- Managing your brand so that it makes a consistent impression capable of etching your desired

brand image into the mind of your target prospect.

Remember, branding makes selling easier. Mainly because people want to buy from companies they know and like; companies they trust will be there well into the future. Without a brand, you have to build the case for your business before every sale. Need help determining your brand? The staff at CPM can assist you – contact Betty Clark at (614) 717-4910 or bclark@cpmedia.com for more information.



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