

RELATIONSHIP MARKETING



making brands work

UTILISING WEB 2.0 AND SOCIAL MEDIA

PAGE NINE LTD
59 NORTH HILL
COLCHESTER
ESSEX CO1 1PX

WWW.PAGE9.CO.UK
01206 364 999



making brands work

ABOUT PAGE NINE

Page Nine is a creative agency focusing on brand from design to delivery, on creating a real competitive advantage for our clients.

We have in-depth experience of brand implementation across multiple corporate sectors, and an insightful understanding of how best to deliver targeted creativity – compelling, robust marketing communications strategies and campaigns.

Our success stems from our commitment to the principle of harnessing creative excellence to commercial imperatives, the quality and breadth of our experience and in our highly responsive, collaborative approach.

HOW WE WORK

We build close, long-term working relationships with clients, and by fully understanding requirements and applying our design and technical expertise, we create and deliver solutions that are practical, accessible, effective and always client-focused.

We utilise our expertise, experience, insight and intelligence to complement your company's skills, marketing capabilities and plan, we aim to become a virtual part of your team.

WHO WE WORK FOR

Page Nine's client portfolio includes technology companies, not-for-profit organisations, professional services firms, broadcast media and travel providers.

Our experience of developing new company and product brands is extensive and includes CAF (Charities Aid Foundation), Firstservis, Gisby Harrison, Give As You Earn, HTK, Lumina, MaxMyProfile, National Giving Week, Pink Weddings Luxury, RadioDirect, Red-M, Sopra Newell & Budge, Smart421, Technetix and ZBD.

In addition, we have developed identities and created innovative new media, Social Media and Web 2.0 applications and campaigns for brands such as Action Planning, Alliotts, BBC, BenefitStar, Blue Donkey, Budget Rent a Car International, Cellhire, Computerlinks, The Connect Partnership, Ecolab, The EFA (Employers Forum on Age), GMAC, IDBS, IRN, ITV, KPMG, LawNet, The London Business School, Matthew Arnold & Baldwin, Opodo, PACE, Richards Gray, SearchFlow, StreamShield and Thomas Cooper.

Our broadcast email service is trusted by some of the largest and most customer focused companies in the UK and Europe, including Capita IT, Ecolab, Fenwick, KPMG, Smith & Williamson and Scope. See www.broadcast-email.co.uk for more details of this service.



OVERVIEW - RELATIONSHIP MARKETING IN PROFESSIONAL SERVICES

Relationship marketing tools (Social Media/Networking and/or Web 2.0) are becoming commonplace as part of the B2B communication set. However, only small steps have been taken to adopt these. For instance, by using twitter to alert that a new report is available online, or YouTube as the convenient store for presentations.

This presents a real opportunity to fully utilise the available channels and create a competitive edge in client communication and dialogue. The key factors as to why it's the right time to adopt this strategy are convergence, personalisation and communities.

Convergence, consolidation and the cloud:

The mobile web is always present, smart phones and iPads/net books are the first point of information for most clients and employees. There is a significant move towards genuinely creating content once and making it available in the appropriate form for the destination platform. Increasingly, companies are focusing on development in the cloud, and utilising Software as a Service (SaaS) and Platform as a Service (PaaS). Search has been concentrating on localisation, and is speeding towards more intelligent results, based on the recipient's profile.

Personalisation:

Sending information to a [forename] is no longer enough. Clients expect information to come from the name (of a person) they have the relationship with, and to be tailored to their interests. This is especially so for email marketing, as they're already receiving the headline information through twitter, blog summary or RSS feeds (but you don't know which).

Communities:

Blogs, twitter, YouTube, flickr, LinkedIn groups, group sites, forums, RSS feeds, SlideShare and Quora etc are all free or very inexpensive. Firms have created their own channels on YouTube, flickr and SlideShare. They use these as convenient, tagged, keyword-rich online document stores, and the bonus is that they have very high search engine visibility.

A note about News:

Formal (top level) news articles for investors and PR messages remain under News sections of web sites, and email marketing is the primary channel used to update clients and publish information.

There are now further tiers of communication opportunity, demonstrating day-to-day that you have an opinion and that you're adding value to the client relationship.

First, blogs: most frequently where respected industry/sector experts can be encouraged to add keyword-rich tagged content and stimulate conversation;

Second, twitter: used more informally to alert of new blog articles, press releases, publications etc. (Don't forget that Google indexes twitter too).



RELATIONSHIP MARKETING STRATEGY BENEFITS

SUMMARY

A Single Customer View

A well executed strategy is on brand and on message with timely and relevant content. It's aware that the client may be using one of many devices or preferred channels.

Engagement

A continuing dialogue with your clients can only be positive for the relationship. It shows you're active and up-to-date, and adding value.

Brand

Your values should be evident in everything you do as a company. Consistency is a key factor. These 'new' channels increase your brand's visibility and client contact frequency. You should not be afraid of being open - actively encourage feedback.

Intelligence and Client Profiling

Reporting data gained from monitoring all online activity is very powerful. It lets you send your (personalised) formal communications knowing what your recipient is interested in right now. With sufficient intelligence gathered, firms can seek to narrowcast, sending fewer general emails whilst achieving higher and more valuable response rates.

Indexing

When well implemented through the channels, tags, keywords and links significantly improve search engine indexing.

Internal

Easy subscription means that the message is received by your employees too. And LinkedIn's features are often overlooked by firms. Creating an on-brand, on-message companies page, listing your services and encouraging (or making) your employees to link, can have significant benefits for recruitment, alumni relationships marketing and SEO.

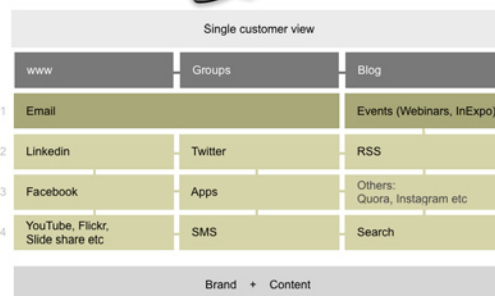
Connecting all of the channels is straightforward and means that an article is written once and reaches the client however they subscribe.

B2B channels

• Relationship marketing



Mobile



CHALLENGES

Brand Control

Best employing the channels you own, tracking those you don't and moderating where necessary. Brand image, message and values are just as important here as in all other traditional communications.

Content

Timely and relevant. Managing this through the channels should be part of a marketing communications strategy understood by all stakeholders - who are not necessarily part of the Marketing team.

Profiling

Utilising the data from frequently updated information gathered with the goal of intelligently targeting clients.

FURTHER INFORMATION

This document is our brief overview of the opportunities afforded by employing Relationship Marketing tools in your communications strategy. For further information on this, or about our work for our clients, including a portfolio of projects, please visit www.page9.co.uk

Peter Greatorex,
Managing Director
07802 718 134
peter@page9.co.uk