

Marketing Matters

Answers To Common &
Not So Common
Marketing Conundrums

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What Matters This Month

The Marketing Database—Build It And The Benefits Will Come.

Brazen Beating of Our Own Drum

To launch a broad-base awareness program on Gender-based Analysis, **Status of Women Canada** brought us on board to design their information kit. To see what we came up with, visit www.mcgillbuckley.com.



If you're like many of the people and companies we talk to, developing an effective marketing database is high on the list of things you want to do, but, low on the list of things you can actually tackle. From what we gather, not knowing where to start is the root cause of the dreaded DDI syndrome (database development inertia). This month, we will attempt to help by giving you some baby steps to start with.

Step 1: Sell The Idea Of A Database Internally. It still puzzles us that one the reasons many marketing departments don't have a database is that senior management won't approve the development of one. If you're facing this particular challenge, stomping your feet doesn't seem to work that well, but actively selling the huge, bottom-line benefits of having a database will. Here are a few common database benefits to start pitching to your executives: better customer relationships—increased efficiency of marketing budgets—quicker time to market. If these benefits won't sway your senior execs, perhaps it's a good time to dust off the ol' resume.

Step 2: Adjust Your Attitude And Learn To Walk The Talk. If you roll your eyes when the topic of database marketing comes up, there's a pretty good chance that you'll never have a database. In leading the development of a marketing database, you'll have to be equal parts cheerleader, evangelist and database guru. Acquire the knowledge and the attitude to wear all those hats.

Step 3: Start A Database Desirables List You'll need to know early on what exactly it is you want to be able to do with your database. For instance; do you intend to use the database for broadcast email, regular mailings, promotions alerts or what? Start with a list of everything you can think of and break it into "must have" and "nice to have" categories. Start with a list of everything you can think of and break it into "must have" and "nice to have" categories.

Step 4: Match Your Database Wishes To Company Needs. Meet with executives and co-workers to make sure you under-

stand strategic objectives and current and evolving IT capabilities. This step will help you construct a database framework and determine specific requirements. If you plan on going outside the company for help, you'll need this information to brief potential suppliers.

Step 5: Create An Internal Project Team We've seen many a database project slip off the rails because one area of the company felt ignored and brought the knives out. Recruit a few good people from different departments to help you frame what the database will do and determine what impact it will have across the company.

Step 6: Resolve to Keep It Up To remain current and targeted, particularly these days with people, positions and companies changing more frequently than ever, you have to commit to on-going maintenance and updating. Otherwise, you run the risk of such replies as "The person you're contacting sort of died four years ago". Make sure you've got the resources and the corporate willpower to keep it up!

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Pierre can do even more for you, if there is money involved. **Call him at (613) 728-4199 ext. 25, or email him at plecomte@mcgillbuckley.com**

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About Us: McGill Buckley is an integrated marketing and communications firm with bountiful knowledge and abundant experience in a wide variety of consumer and business to business categories. We help marketers develop more compelling messages and work with them to deliver those messages with greater impact and better results. For more information on our company, please contact **Stephen McGill at (613) 728-4199 ext. 22.**

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