

Strategies for Effective International Targeting.

Strategies for Effective International Targeting.

or

'...we're not in Kansas anymore'

Agenda

- Introduction/Definition
- The barriers to effective international campaigns
- Regus Case study
- Dispelling the myths
- Effective strategies
- Questions

Introduction

Any company conducting business outside of their country of origin and using direct marketing methods to acquire customers.

Introduction

- Key reasons for marketing overseas include:
 - Strategic goals
 - Static or saturated home market
 - Infrastructure exists
 - Economies of scale with associated costs

Introduction

	US Total Exports 2002 US\$ Bn	Growth 1995- 2002
Japan	51.4	-20.0%
South Korea	22.6	12.4%
Taiwan	18.4	-4.2%
China	34.7	34.0%
Singapore	16.2	5.6%
Australia	13.1	21.3%
UK	33.3	13.2%
Germany	26.6	15.8%
France	19.0	33.8%
Italy	10.1	13.5%

The barriers

- Uniform list supply
- Different interpretation of legislation
- Address structure
- Language and copy
- Maintaining relationships with multiple local suppliers

Address structure

Incorrect

Mrs Florence Diguier
Accounts Executive
Cible Adresses
29, rue Gabriel Peri
CHARENTON F94227
FRANCE

Correct

MME FLORENCE DIGUER
CIBLE ADRESSES
29 RUE GABRIEL PERI
94227 CHARENTON LE PONT
FRANCE

Address structure

Incorrect

Bankhaus Lampe KG
Dr Peter Maier
Jagerhofstrasse 10
Duesseldorf 40005

Correct

Bankhaus Lampe KG
Herrn Dr. Peter Maier
Jägerhofstraße 10
40479 Düsseldorf

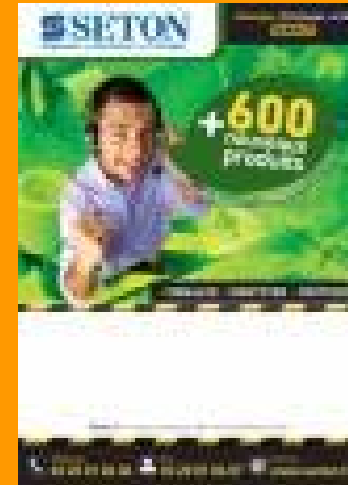
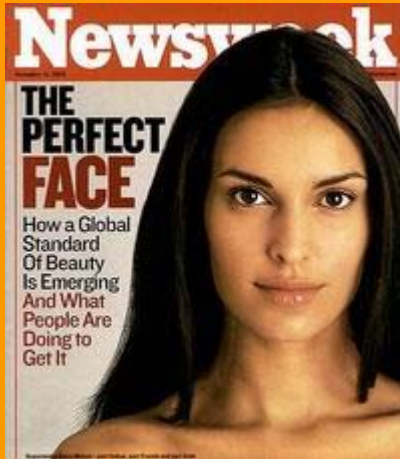
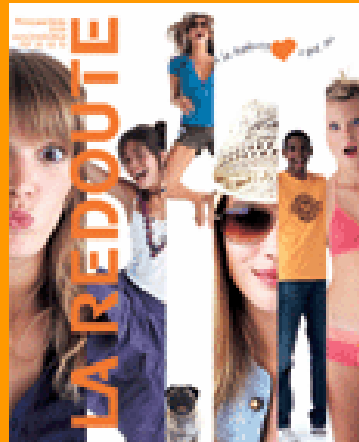
However

- International campaigns – poisoned chalice *or* land of new opportunity?
- Despite the challenges international direct marketing *is* a viable option.

Successful segments

- Publishing
- Mail order
- Automotive
- Financial services
- Fundraising
- Travel
- IT hardware, software and services
- Educational/Conferences

Successful brands



Case study



Case study



- The brief
 - 3 Target segments
 - 3 Channels
 - Direct mail
 - Telephone follow up
 - E-mail

Case study



- The brief - segment # 1
- Office : fully equipped Office Rental / Business Centers
 - Target : – Human Resources Managers, CEO. Specific activities in geographic areas around Regus locations, + newly created companies, in specific activities

Case study



- The brief - segment # 2
- Meeting Room (MR) : On-demand conferences / meeting rooms rental
 - Target : PA's, Human resources Managers, Training Managers, CEO. Specific activities in geographic areas around Regus locations

Case study



- The brief – segment # 3
- Virtual Office (VO) :
 - Target : newly created companies, entire country, CEO

Case study



- The challenges were:
 - Provide comparable *and* responsive lists sources in all countries
 - In terms of the selection criteria
 - In terms of the market coverage
 - Provide local lists
 - To ensure correct address structure

Case study



- The challenges were:
 - Save costs
 - To reducing the percentage of goneaways
 - To acting locally for data processing (merge purge, etc), lettershop and postage
 - Meet Regus's requirements with complete solution
 - One central contact for all steps of all campaigns
 - Local help and support in countries if required

Adapting the strategy



Maximum rank : 100

COUNTRY	Postal	E-mail	Phone
Germany	95	50	50
Austria	60	10	50
Switzerland	95	10	70
Netherlands	95	70	90
Belgium	90	40	70
Spain	70	40	70
Portugal	50	0	30

COUNTRY	Postal	E-mail	Phone
Ireland	60	30	60
Italy	50	10	40
Greece	20	0	20
Turkey	10	10	10
Tunisia	0	20	0
Israël	10	10	10
Gulf Countries	30	10	20

Adapting the strategy



COUNTRY	Postal	E-mail	Phone
Germany	YES	NO	Yes (*)
Austria	YES	NO	Yes (*)
Switzerland	YES	No (*)	YES
Netherlands	YES	YES	YES
Belgium	YES	YES	YES
Spain	YES	Yes (*)	YES
Portugal	YES	NO	YES

COUNTRY	Postal	E-mail	Phone
Ireland	YES	Yes (*)	YES
Italy	Yes (*)	YES	YES
Greece	YES	NO	YES
Turkey	Yes (*)	Yes (*)	Yes (*)
Tunisia	N/A	Yes (*)	N/A
Israël	Yes (*)	Yes (*)	Yes (*)
Gulf Countries	YES	Yes (*)	Yes (*)

Three groups



Campaigns: postal



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una chiamata

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Regus

Campaigns: postal



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- ▶ Un equipo de apoyo dedicado a usted

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Regus

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Regus

Campaigns: Email



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- pas de bail contraignant
- pas d'équipement mobilier ou technologique

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www.regus.com/tunisia

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*Offre valable du 01/03/06 au 30/04/06

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Wilt u altijd op zoek naar nieuwe oplossingen om uw bedrijfsprocedures en kantoorruimtes te optimaliseren?



Als het aankomt op het managen van kantoorruimte, biedt Regus de meest geschikte oplossingen voor uw wensen:

- geen initiële kapitaalinvesteringen
- geen kosten voor het inrichten van kantoorruimtes
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750 LOCATIONS . 350 CITIES . 60 COUNTRIES . ONE CALL

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*vrijd van 01/03/06 tot 30/04/06

Case study



- The results:
 - First campaign (April 2005) : small test on Portugal, lists provision only – direct mail
 - Second campaign (July 2005) : tests in Austria + Switzerland, lists provision only – email
 - Third campaign (August 2005) : tests in Spain + Portugal, from lists provision – direct mail **and** postage

Case study



- The results
 - After these “tests”, 41 campaigns have been conducted since August 2005, on an ongoing basis, including
 - 26 postal campaigns, from lists provision to postage (6 with telephone follow up)
 - 14 e-mail campaigns
 - 1 fax mailing campaign
 - Targeted countries
 - Netherlands (7 campaigns), Germany, Belgium (5 each), Portugal, Spain (4 each), Ireland (3), Italy, Israel (2 each), Denmark, Greece, Switzerland, Lebanon, U.A.E, Bahrain, Tunisia, (1 each), Turkey (currently project).

Dispelling the myths

- English is the *only* language of business
- List and data is *hard* to find and *less important* than good creative and the offer
- Your best creative in the home market will *work* internationally
- It is *not* possible to conduct international campaigns without huge investment
- Email marketing is *illegal*

Effective strategies

- You don't need to expand multi-nationally immediately
- Single source is probably **not** the answer
- Don't **try** and do it all in-house

Effective strategies

- Do your research
- Agree a strategy, involve your suppliers
- Test
- Work **with** suppliers with experience

Conclusions

- Barriers can be overcome if:
 - Effective strategy is in place
 - Use the right lists
 - Use a partner who understands international markets
- Direct Marketing is perfect methodology for expansion

Thank you

- Questions

Resources

- UK DMA - www.dma.org.uk
- FEDDMA - www.feddma.org
- US DMA - www.the-dma.org
- Lists4Europe – www.lists4europe.de

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