

# DRIP MARKETING



Internet, TV, print and mobile marketing is almost passé. Some of the largest brands are now adopting a more personal approach to marketing.

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AND MORE!

DECEMBER 2010

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INTERFACE today is a 190 member dynamic forum at SIMSR. Driven by passion to impart up to date knowledge and insights into marketing to audiences, we host interactive sessions ranging from MindShare to Workshops to Guest lectures by industry experts. And now, we present a bold newsletter titled – “The Marksman.” So, why call it “The Marksman”? Simple. It’s sharp, it’s focused and it’s never off target. It’s the ultimate marketing mix – Personified.

Marketing as we know it is constantly in a state of flux. Promotional campaigns once hailed as the essential ingredient to any successful venture are today passé. We faced Interactive Marketing yesterday, Social Marketing today. What’s next?

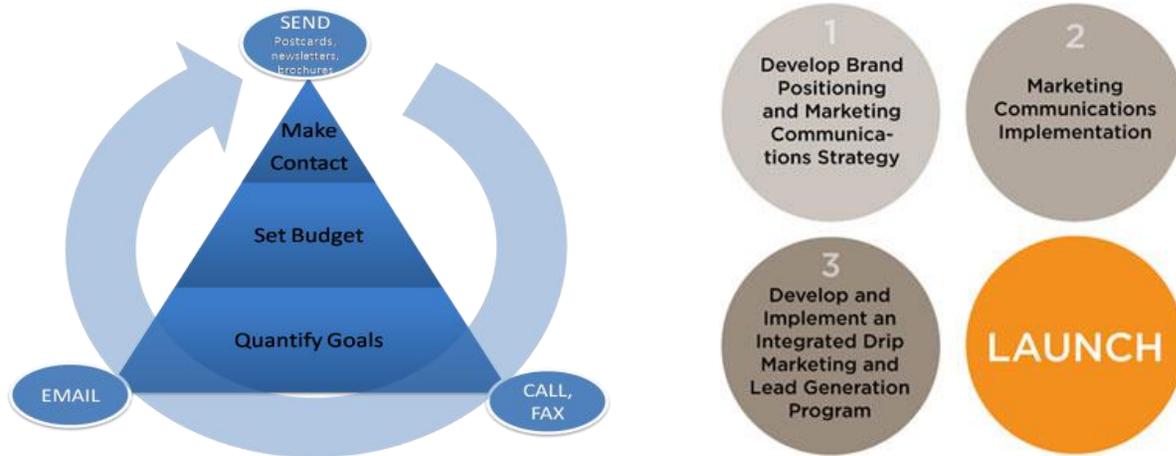
Our story on Drip Marketing is what many regard to be the next big thing in Marketing. This December issue is power packed with plenty more. Many might be prompted to ask, ‘An inaugural issue at the end of the year?’

Well, what can we say? We’ve saved the best for last!

Happy Reading and a Happy New Year!

# Drip Marketing

There is a noticeable silence in the marketing world. The flashy spenders have fled the scene... An advertising blitz in the mass media is a rarity... Has the splurge of mega bucks met a timely end? Yes, undoubtedly the recession has compelled marketers to cap their ad spend. Companies now have to manage their budgets with greater discretion than ever before. Marketing efforts must now be focused on potential customers to curtail wasteful reach.



## Getting creative

So marketers are looking for strategies to get a better return on their investment. Drip Marketing is a significant and innovative way to get to customers and stay in touch with them, cost effectively.

Drip Marketing is a strategic direct marketing process of mailing promotional messages, consistently over a period of time to current and potential customers. The phrase 'Drip Marketing' has been adopted from drip irrigation- the watering of crops using small amounts of water over a sustained period of time.

## Repeat, repeat, repeat

The underlying reasoning in drip marketing is to be in constant touch with potential and current customers. By keeping a company's name constantly in front of the customer, top of mind recall is high. When the customer plans to buy from that product category, he is most likely to consider a product that has been consistently offered to him through various promotional aids/material. It has been researched that to convert an advertising /promotional message to top of mind recall at the point of purchase, a potential customer should have been exposed to the message between 7 to 30 times depending on the crowd of competing products. Marketers realize the value of repetition and drip marketing stresses the need for on - going repetition.

Drip marketing is the opposite of an advertising/marketing blitz but is not opposed to it. For really successful market penetration and sustained impact, both are required in judicious measure.

## Irrigate don't irritate!

Drip marketing is about irrigating the market and caution must be exercised not to annoy customers. Excellence in Planning and execution is critical. Some key elements to watch out for are:

- Select an authentic customer base
- Have a complete set of mailings to ensure a slow and steady build
- Coordinate the messages of the mailings: focus on benefits/offers
- Time the regularity of the mailings -preferably monthly
- Mailings should have a commonality to aid continuity and recall

Eg: slogan, color coding, mnemonic, a joke, business/market info

-Review customized software available- from pinpointing your target audience to measuring response results.

## Plus factors

Though a well targeted and sequenced drip marketing effort is sure to succeed, some market segments such as B2B marketing are more prone to achieving the desired results.

The true value of drip marketing is felt by its absence-when customers do not see a product in the market place on a regular basis they might assume that you are no longer in the market or that you are no longer offering a competitive product.

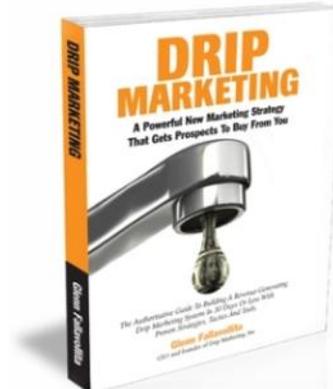
Drip marketing ensures steady business, avoiding the sell-produce curve and is significantly inexpensive compared to other marcom in the mass media.

Yet another significant advantage of drip marketing is the flexibility of Test Marketing certain strategies. You can make price offs and special offers to specific customers and subsequently extend or retract the offers depending on the success of these promos.

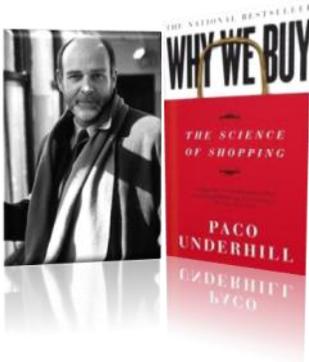
## Current practitioners of Drip Marketing



## Further Reading...



[dripmarketing.com](http://dripmarketing.com)



## Why we Buy by Paco Underhill

*Why We Buy* is the acclaimed book by Underhill which brings forth various dimensions about consumer shopping in retail. It elaborates through numerous examples the simple things about consumer attitude and behavior which could boost store revenues considerably but more often that not go unnoticed by most retailers.

### What'll make you buy

Three things make this book a worthwhile investment;

- Elaborate examples which clearly explain particular concepts.
- Finer aspects such as the tendency of consumers to drift towards the right, how inappropriate seating for men can adversely affect sales.
- Lucid language tinged with humor.

### Why you wouldn't want to buy

Three again?!

- Examples delve into unimportant details which bore the reader.
- Over emphasis on the layout of the retail store/mall/outlet. Be it the signboards, racks or the store location itself, the drift of consumers, their preferences or even habits, what is emphasized again and again throughout the book is how the layout is directly or indirectly responsible for each right or wrong action.
- “Why We Buy” is actually is a misnomer. It portrays itself as a book based on consumer behavior, but the content speaks otherwise. The perspective is essentially on retail and not on consumer behavior. This may be expected partly because the author himself is an expert in the particular domain. However, the result is that important aspects of consumer behavior go unmentioned. These include e-commerce, effects of advertisements, promotions, celebrity endorsements, packaging, brand equity, culture etc.

This leaves a lot of questions unanswered posed by the title itself.

So much for knowing “Why We Buy”!

### OUR RATING



**Provides an insight into Retail Buying Behaviour, but not Consumer Buying Behaviour**

### Other Books by Paco Underhill:

- What women want
- Call of the mall

### Business Bestsellers:

- Super Freakonomics
- Getting back to even
- Too big to fail
- Why now is the time to crush it!
- Outrageous Advertising that's outrageously successful



### SPIDER CHART

A Spider chart (aka *Radar Chart*, *Web Chart*, *Star Chart*, *Polar Chart*, *Star Plot* and *Kiviat diagram*) is a graphic tool used to compare two or more items that have common quantifiable attributes.

So what does that mean?!

Suppose you had to choose a laptop from among Dell, Lenovo and HP Brands;

1. Identify decisive common attributes among the three brands.  
Here, we'll assume them to be *Hard Disk Size (H)*, *Processor (P)*, *RAM(R)*, *CD/DVD (C)*
2. Assign a rating to the attributes:  
In our example we assign the following rating:  
500 GB Hard Drive ("10"), 80 GB HD ("1")  
3.6 Mhz Processor ("10"), 1.6 Mhz P ("1")  
4096 MB Ram ("10"), 128 MB ("1")  
DVD ("10"), no CD/DVD ("1")

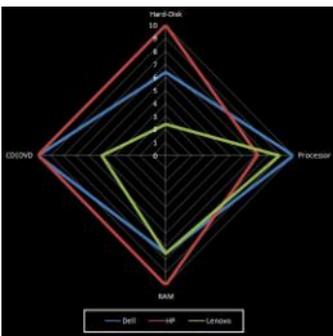
3. Prepare a raw data table (as under) for all three brands & common attributes

	HardDisk	Processor	RAM	CD/DVD
Dell	320	3.6	3072	DVD
HP	500	2.6	4096	DVD
Lenovo	120	3.2	3072	CD

4. Prepare a scaled data (as under) table using the raw data table (from above)

	HardDisk	Processor	RAM	CD/DVD
Dell	6.4	10	7.5	10
HP	10	7.2	10	10
Lenovo	2.4	8.9	7.5	5

5. Make your decision



Once the output is generated (see left) look for the item (in our case, the *Brand*) whose "web" covers the largest area of the chart. The centre of the chart denotes low values and the outside represents the high values. Among the three brands short listed, we see that HP's web is the largest and is therefore the best option, in terms of relative attributes.

**WHAT**  
SPIDER CHART

**WHY**  
option evaluation  
~  
decision making

**WHERE**  
marketing  
finance  
operations  
hr

**HOW**  
ms-excel



# STARSTRUCK



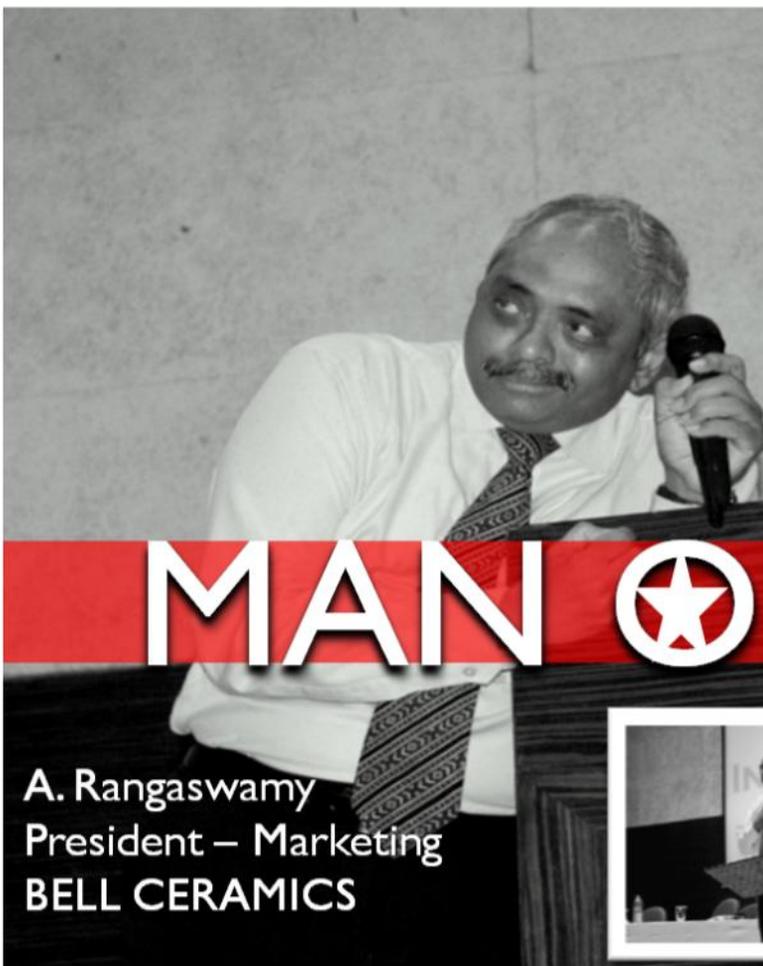
Prof (Dr.)Suresh Ghai, Mr. Ravikiran – CEO, Starcom MediaVest Group and Prof (Dr.) Ramkishen along with SIMSRites at the inauguration of Interface, the Marketing forum of SIMSR in April 2010.

Mr. RAVI KIRAN

DIRECTOR

# Spotlight

Mr. Rangaswamy's Guest lecture at SIMSR, will remain forever etched in the minds of students. Inspiring, humbling and captivating, Mr. Rangaswamy left management students enthralled.



# MAN ON FIRE

A. Rangaswamy  
President – Marketing  
BELL CERAMICS





**Inquizzitive "Wave 1"**  
**Siddhart Sinharey**  
Alumnus ('03)



**Guest Lecture**  
**Vipul Mathur**  
GM, Onida



**Guest Lecture**  
**Tarun Chauhan**  
President, Lowe Lintas



**Guest Lecture**  
**Prabhakar Mundkar**  
CEO, Percept India



**MINDSHARE**  
**Varun Abhiram**  
PG-Mktg (0911)



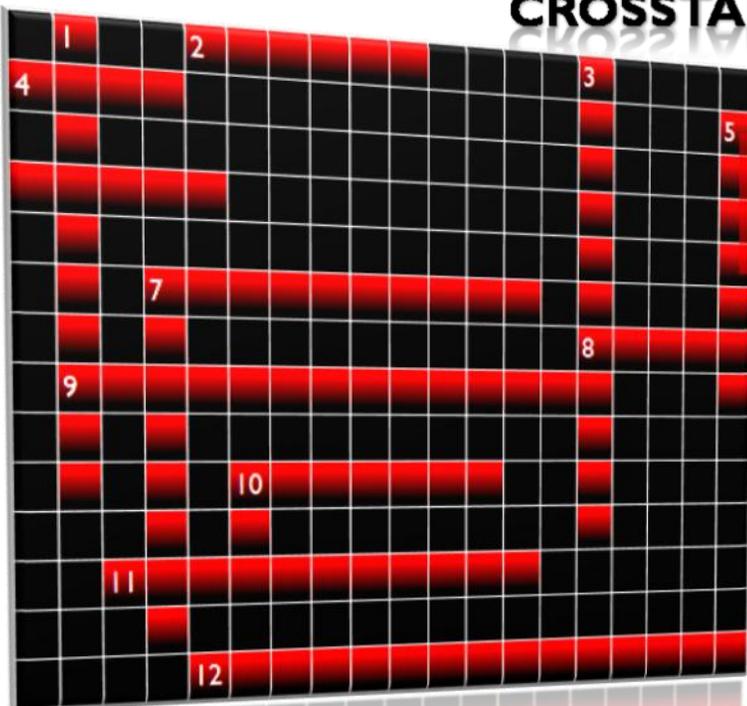


1. Unscramble ESTCLOA basis its old logo.
2. Unscramble IOAMRC to reveal parent company
3. Founder of the World Wide Web.
4. "In an absolute world there are no labels". Which company?
5. Identify the print ad. "moves faster and safer with us."
6. Name the management Guru.
7. They hold a royal warrant from the British monarchy.
8. Company renowned for its Swiss-truffle.
9. Identify the print ad.  
"we have chosen not to disturb your Sunday morning with a 'Surprisingly ordinary prices' advertisement"

How wacky can you get?!  
Send in your entries for the  
pix alongside...



### CROSSTALK



name the "p"s

ACROSS

2. FOURTEEN

4. THREE

6. ONE

7. EIGHT

8. TWO

10. TWELVE

11. TWO

12. TEN

DOWN

1. FOUR

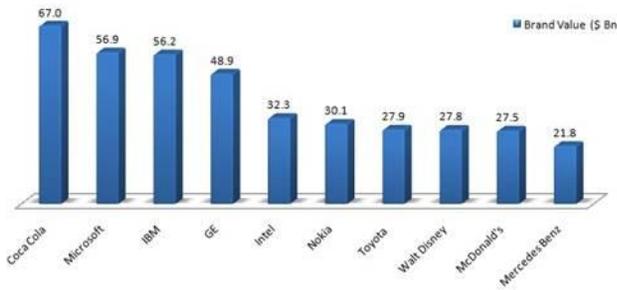
3. NINE

5. THIRTEEN

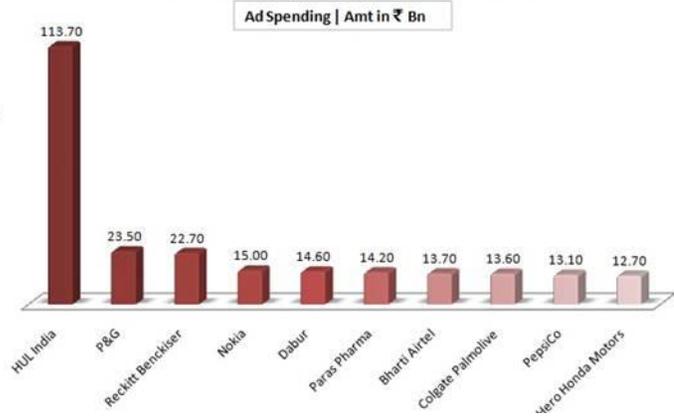
7. SIX

10. ELEVEN

The World's Top Ten Brands



10 Leading Advertisers in India



## airtel flaunts new logo



the new logo is supposedly young and vibrant and was designed to reflect a change in positioning, from a voice company to one that provides data. This shift had to be conveyed, which is why a recast of the identity was felt necessary. JWT, the creative agency for the new logo, says the feedback has been excellent, but quite a few brand experts are not quite sure.

## ad-spending in asia on the rise in 2010



india led the growth in ad spending by rising 33% in the first half, followed by Indonesia at 29%. Spending in Hong Hong rose 25%, followed by Malaysia (22%), Taiwan (21%), the Philippines (19%), South Korea (18%), Singapore (15%), China (14%), Thailand (12%), Australia (11%) and New Zealand (9%).

## motogp comes to india in 2012



the promoters of India's inaugural Formula One Grand Prix in 2011 are in talks with MotoGP bosses to bring the world motorcycling championship to the country, a company spokesman said on Tuesday. Indian auto-maker Mahindra Group is enthused by the development and will launch a team in the 125cc category, basis reports by the Times of India.

## on the fast track to india



British marque, Aston Martin, will step into the country with its entire range of supercars by the year-end. Its models, the V8 Vantage, DB9, Rapide and DBS, could set one back by close to ₹3 crore, excluding the registration and insurance. The most awaited of them all will of course be the launch of Ferrari by the end of this year in association with Tata Motors.



## big brands lock horns

Keith Weed, Unilever's top global marketer, has criticised rival Procter & Gamble for its flagship sustainability campaign, which encourages consumers to wash their clothes at 30°C (for laundry brands such as Ariel). Unilever has now unveiled plans to halve the carbon footprint of its products and source all agricultural raw materials sustainably within 10 years.



## wheels of change

Harley Davidson is giving its US planning and buying duties to Publicis Groupe's Starcom. And though Harley insisted it would not name a new creative agency when it split from Carmichael Lynch, it now has designated a new shop to help it with creative ideas: Victors & Spoils.



## innoveering

GE's Ecoimagination Challenge—a \$200 million fund generated 4,000 ideas from 100 countries. GE has more than doubled revenues in this space. When they first started five years ago, they had less than \$7-8 billion worth of clean technology products. Now they have over a 100 products and almost \$20 billion in revenues.



## staying crisp

IIM B alumni Vikram Bahl is the Marketing Head of Kellogg's India. His market mantra is "Win the consumers' minds and hearts. Connect functionally and emotionally. Touchpoints should be holistic and based on content and contact. Focus on breakthrough insights and ideas — winning executions will follow".



## lip the truth

Y&R executives John Gerzema and Ed Lebar in their book *The Brand Bubble*, charted a 'precipitous' decline in brand trust since 1993, along with sharp falls in consumer perceptions of quality, brand awareness and 'brand esteem'. Brand managers should resist the temptation to paint '**lipstick on the gorilla**' — keeping to the truth of what the organisation can, or actually intends to, deliver, rather than telling customers what the brand manager knows they would like to hear.

## 6<sup>TH</sup> SIMSR ASIA MARKETING CONFERENCE "MARKETING IN TRANSITION"

PARTICIPANT SIMSR FACULTY



Prof Isaac Jacob



Prof Monica Khanna



Prof Kiran Sharma



Prof Bhagyalakshmi  
Venkatesh

### WHAT

- Platform to discuss;
- Global Vs. Local Strategies
  - Internal Vs. External Branding
  - Innovation Vs. Invention and much more!

### WHY

- Discuss marketing issues & challenges
- Share scholarly research
- Analyze consumer behavior changes

### WHO

- Marketing Practitioners
- Academicians
- Doctoral Students
- Researchers



School of Management,  
Asian Institute of Technology



Deakin University

“The Marksman” is the newsletter of **INTERFACE**, the Marketing Forum at KJ Somaiya Institute of Management Studies & Research, Mumbai.

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## NEWSLETTER

### THE A-TEAM : INAUGURAL ISSUE



#### **COVER STORY**

Pratap K  
Namita S  
Shelani A



#### **BOOKWORM**

Aditi B



#### **NUKED!**

Pratap K  
Rik C



#### **TWEETS**

Martin A  
Namrata M



#### **BUZZ**

Govind C  
Rajat P



#### **REWIND**

Upada N  
Divya S  
Namrata M



#### **COVER DESIGN**

Pratap K  
Martin A



#### **EDITOR**

Pratap K



Send in your articles!

Subj:“NL/Article”

Format: MsWord(.doc/x)



Feedback / Suggestions

Subj:“NL/F&S”



Contest(s)' Answers

Subj:“NL/Contest”