

Closed Loop Marketing

A Systematic Approach to Marketing Performance Management

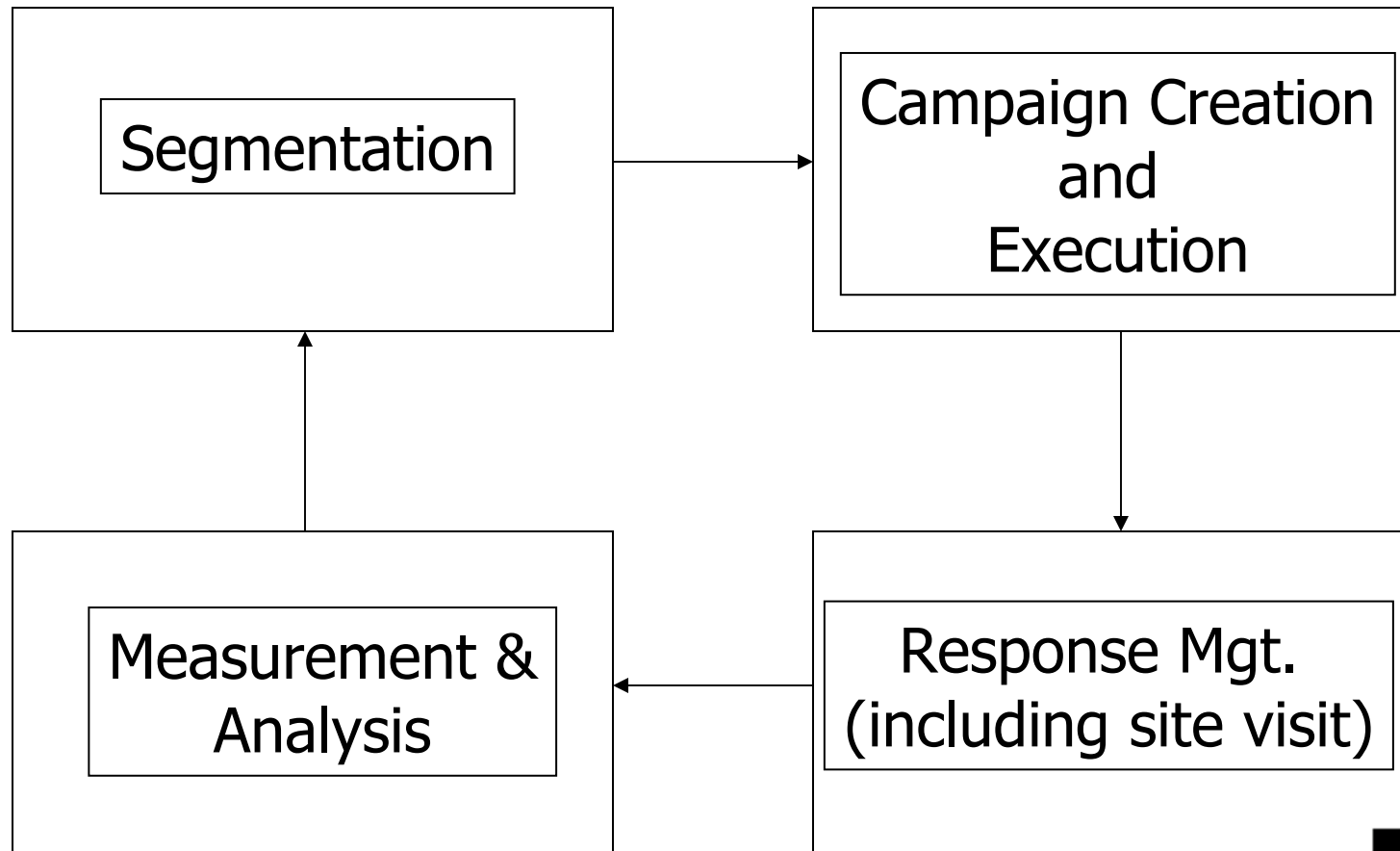
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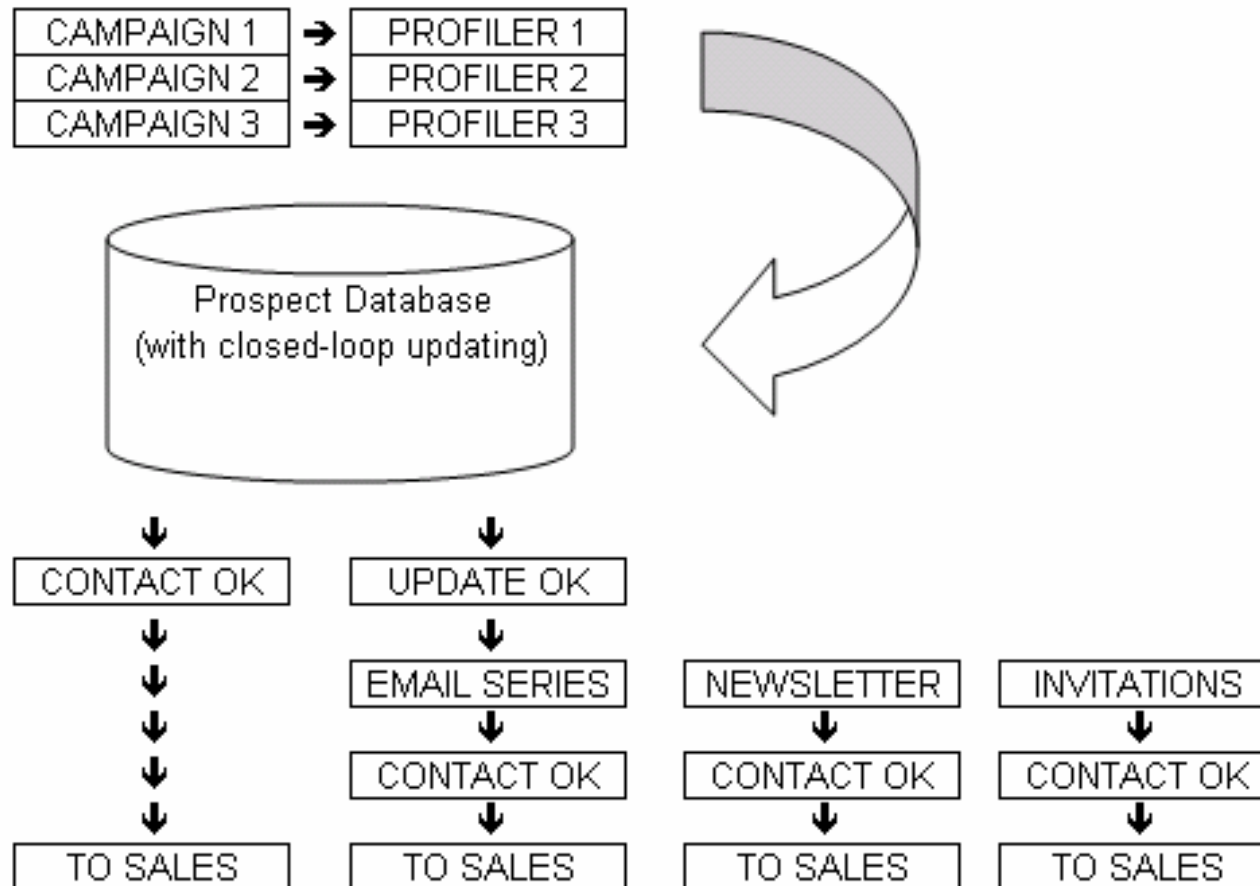
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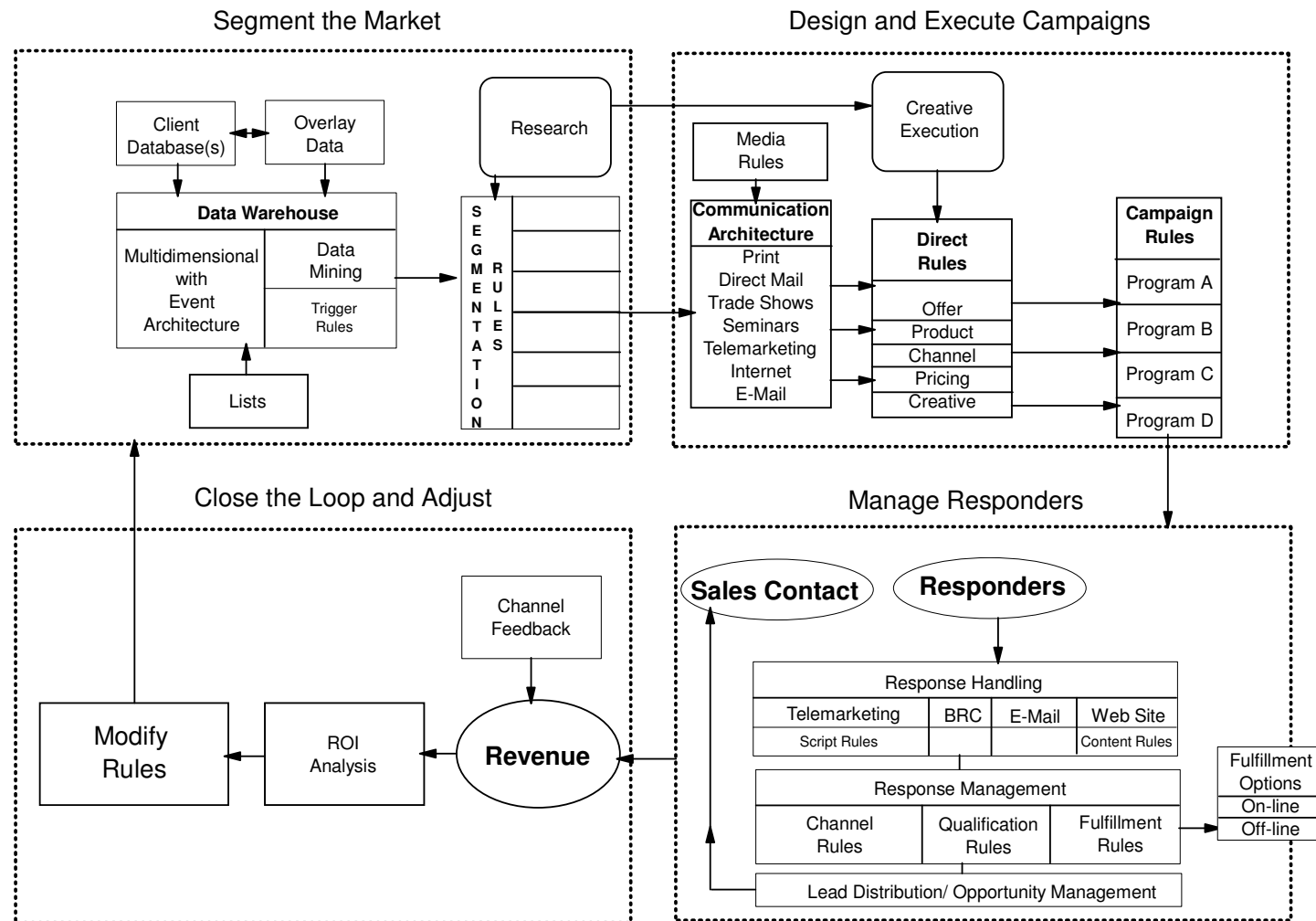
Optimizing Marketing Results



Prospect Flow Chart



Marketing Manufacturing Flow

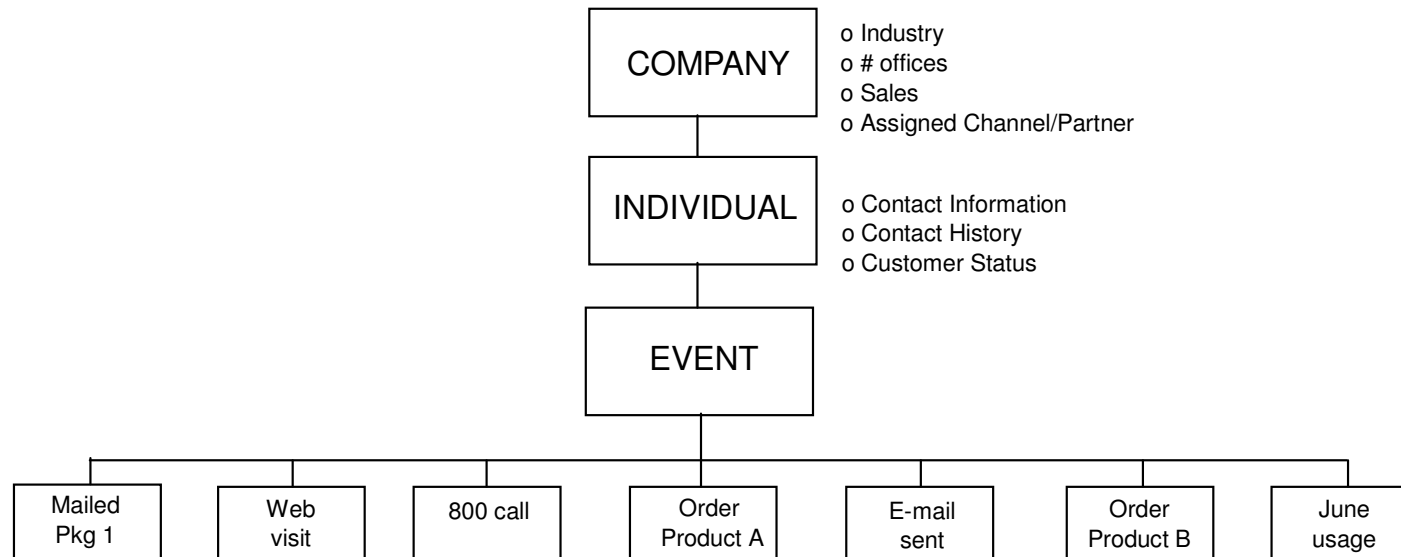


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Universal Customer Repository

To track entire customer lifecycle at all points of contact requires relational data with event architecture.

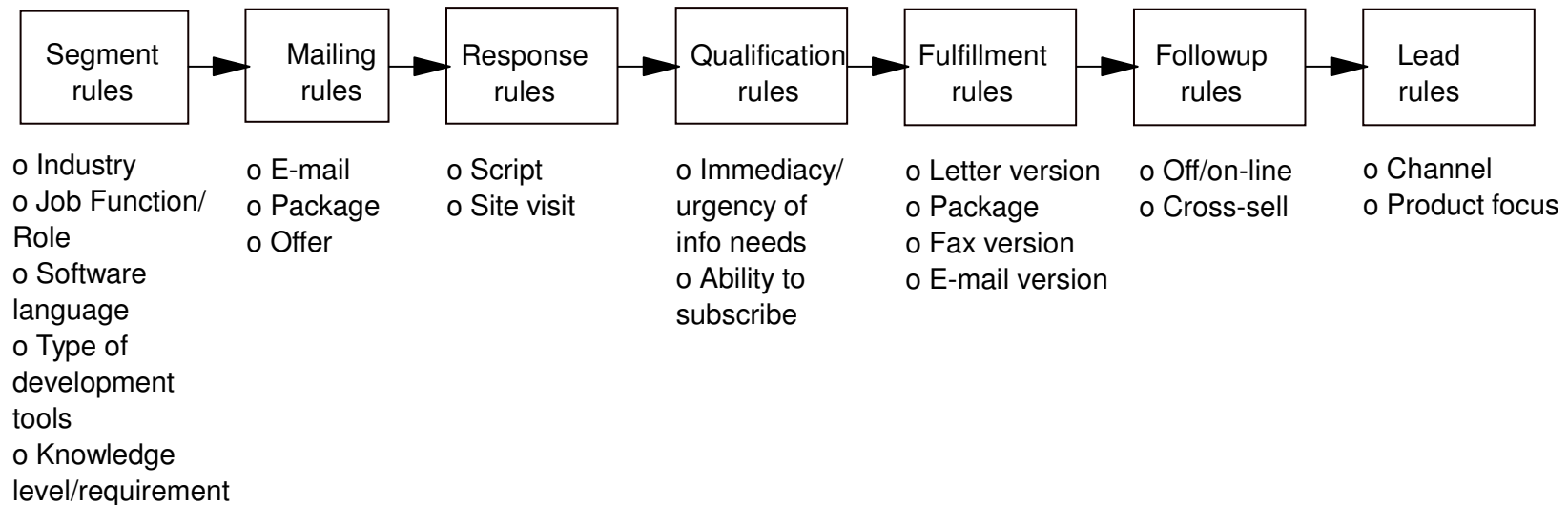


Benefits

- o Tracks all events with customers (and prospects)
- o Builds data at each level
- o Monitors dynamics of process for ROI calculations
- o Creates data-driven environment to understand customer behaviors and preferences

Real-time, Model-driven Action Chains

Rules-based processing automates the marketing process.



Benefits

- o Provides disciplined process for automatic execution and measurement.
- o Menu-driven environment ensures flexibility to meet changing needs

Prospect Management

- Campaign theme landing pages
- Rules-based assessment tools
- For B2B: Sales Web Chat, Call-me, Demo
- Real-time, rules-based lead transfer
- Lead database management, incorporating Marketing Performance Management (MPM)
- Programmed email followups
 - demo/trial/seminar/webinar followups
 - educational series
 - Periodicals (newsletters, alerts)

Website Elements

- Thematic integration
- Campaign-linked content
- Dynamic content management (blogsites)
- Sales resource areas
 - Channel
 - Partner

Online Best Practices

- Permission management, email best practices (CAN-SPAM, etc.)
- Registration & account preference management
- Search Engine Marketing (SEM)
 - Search Engine Optimization (SEO) (initial/ongoing)
 - Pay Per Click (PPC)
- For B2B: webinar resource development
 - Platform
 - Content

Linked Marcom Programs

- Direct Marketing & Direct Response
- Display Advertising
- Shows and Conferences
- Road Shows and Seminars
- Publications (blogs, articles, newsletters etc.)
- Webinars
- Public Relations (with SEO optimization)

Contact

Riggs Eckelberry

Principal, TechTransform

Direct: 310-577-0808

Fax: 310-943-1647

Cell: 310-721-9441

E: riggs@techtransform.com

W: www.techtransform.com