

CFAM4.3.4 Market to customers using media-inserts



Overview

This is about planning and implementing a direct marketing campaign using media-inserts to communicate to target customers. It includes planning, covering the testing and researching of the campaign, implementing the programme, and monitoring the outcomes.

This unit is recommended for marketers responsible for planning and implementing campaigns involving the use of media-inserts. Such marketers might be employed within an organisation marketing its products/services in this way, or work for an agency/consultancy.

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Performance criteria

- You must be able to:*
- P1 review the direct marketing plan and confirm and agree the objectives in marketing using media-inserts
 - P2 determine and agree a project plan setting out the actions, resources, timescale and budget for the media-insert campaign
 - P3 ensure that the timescale is designed to maximise the impact of the campaign, being in line with the overall direct marketing strategy
 - P4 identify and agree the publications for use in the campaign, designed to reach the target customer groups cost effectively and to identify volume options required to secure availability
 - P5 ensure that the inserts convey the required marketing proposition, and include an appropriate response device with coding to identify the appropriate source of any response, where necessary
 - P6 ensure that the chosen publication(s) offer the required exclusivity for the campaign, so that direct competitor activity does not dilute the outcome
 - P7 ensure that the dimensions and weight of inserts will fit within the publications to be used
 - P8 approve the inserts with the relevant person(s)
 - P9 supply samples of the insert to the relevant publisher prior to booking acceptance, and where necessary, test the materials and incorporate approved amendments correctly
 - P10 identify and create data collection and reporting systems to fulfil the monitoring and quality assurance requirements of the direct marketing plan
 - P11 ensure that inserts are distributed correctly and obtain a certificate of insertion from the publisher with all relevant details, addressing any variances against the project plan promptly and correctly
 - P12 monitor responses to the campaign and evaluate the fulfilment achieved against the
 - P13 review the outcomes of the media-insert campaign and use your analysis towards informing future activities

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the role of media-insert campaigns and their place within an overall direct marketing strategy
- K2 the principles of effective project management and how to apply these to implementing media-insert campaigns
- K3 acceptable levels of fulfilment from media-insert campaigns and factors that can affect these
- K4 the range of publications available, and the importance of identifying the appropriate readership profile to satisfy the targeted population and methods for ensuring effective distribution of media-inserts
- K5 the advantages of developing single formats to fit the universe of titles
- K6 the importance of optioning the titles and relevant volumes to secure availability
- K7 the importance of securing exclusivity on behalf of the products/services being marketed
- K8 typical timescales involved in gaining allocations within publications
- K9 typical data collection and reporting systems appropriate for media-insert campaigns, and their relative merits
- K10 the use of coding to identify response profiles, and to ensure that distribution is even and accurate
- K11 the relevance of certificates of insertion, the information that they provide, and the importance of obtaining these and voucher copies upon completion of distributions
- K12 the importance of research and testing proposed campaigns, and methods for doing this
- K13 the effect of publication frequency upon typical response curves
- K14 the importance of obtaining the correct delivery address for publications, particularly those printed at multiple sites
- K15 the importance of delivering within agreed budgets, and the ways of monitoring activities against plans and budgets
- K16 the importance of maintaining confidentiality of data and how to ensure that this occurs

You need to know and understand:

Industry/sector specific knowledge and understanding

- K17 legal, regulatory and ethical requirements affecting the implementation of media-insert campaigns

You need to know and understand:

Context specific knowledge and understanding

- K18 organisational guidelines affecting media-insert campaigns
- K19 the organisation's products/services relevant to the media-insert campaign

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- K20 the organisation's related advertising and/or public relations activity, where applicable, and the importance of ensuring that the media-insert activity is integrated with advertising and PR
- K21 the organisation's selling process and how the media-insert activity will support this
- K22 reporting procedures within the organisation, and key persons to be kept informed

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Additional Information

Behaviours

1. You demonstrate a clear understanding of different customers and their probable responses to media-insert campaigns
2. You identify clearly the value and benefits of a proposed course of action
3. You identify people's information needs
4. You present information clearly, concisely and accurately
5. You take personal responsibility for making things happen
6. You comply with legal requirements, and professional and ethical codes

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