<table>
<thead>
<tr>
<th>Title</th>
<th>Marketing campaigns that increase sales: how to grow in declining markets.</th>
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<tr>
<td>Author(s)</td>
<td>Ziegler, Marc.</td>
</tr>
<tr>
<td>Date</td>
<td>1995</td>
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<td>URL</td>
<td><a href="http://hdl.handle.net/10220/1333">http://hdl.handle.net/10220/1333</a></td>
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<td>Rights</td>
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Marketing Campaigns That Increase Sales:
How To Grow In Declining Markets

By

Marc Ziegler
"Re-engineering the Newspaper for Competitive Advantage"

Interactive Workshop 8-9 June 1995
Kuala Lumpur

Session II:
Marketing Campaigns that Increase Sales:
How to Grow in Declining Markets

by Marc Ziegler
Illert & Partner
Reader Decrease

<table>
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<tr>
<th>age 18-29</th>
<th>age 30-34</th>
<th>age 45-59</th>
<th>age 60+</th>
<th>average</th>
</tr>
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<tr>
<td>60</td>
<td>70</td>
<td>75</td>
<td>80</td>
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Newspaper Competitors

- CD-ROM/Online-Databases
- Direct Marketing
- Cable TV
- City Magazines
- Advertising paper
- Other newspaper
- Local radio

The Management Consultants to Media, Printing, Packaging

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Market Oriented Editorial Concept

- Quality Securing and Control
- Service Orientation
- Feedback for the reader
Service Orientation

- "news you can use"
- differentiation of editorial content
- move from more "hard" themes to "softer" news
- more orientation for busy readers
- shorter, more colourful articles with explanatory charts
- more emphasis on target groups like women, youth, ethnic minorities
- more colour in the newspaper
- special sections with more detailed (background) information published once a week
- underlining of current events: electronic media might be quicker
Feedback for the Reader

- systematic reader and market research
- activities which bridge the difference between the reader and the editorial staff
- careful and continuous evaluation of reader response
- personal subscriber care

Quality Securing and Control

- corrections columns
- writing coaches
Publishing Marketing System

- Publishing management
- Marketing management
  - Sales department
    - Price policy
      - Communic. pol.
      - Distribution pol.
        (sale channel)
  - Editorial department
    - Product policy
      - (product philos.,
      - structure,
      - topics,
      - layout)
  - Advertising department
    - Price policy
      - Communic. pol.
      - Distribution pol.
        (acquis. channel)

Reader Market

Advertising Market
Integrated Newspaper Marketing

1. Positioning Paper

   Plan

   Now?

2. Corporate Strategy

   Market-Strategy

   Product-Strategy

3. Advertiser
    Marketing
    Editorial Department
    Sales

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## Strategic (Integrated) Marketing

<table>
<thead>
<tr>
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<th>Strategic Marketing</th>
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<tr>
<td></td>
<td>product group, strategic business unit</td>
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<tr>
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<td>profit, cash flow of strategic business unit</td>
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<td><strong>Time horizon</strong></td>
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Requirements for Integrated Marketing

- willingness to accept the market as the driving force and to adapt to market/reader changes

- establish a climate of creativity through job enrichment, job rotation, creativity meetings

- new forms of editorial work: substitute departmental thinking through process thinking, outsourcing of special interest reports etc.
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Market Research

Primary Research

- Market Analysis
  - Questionnaires
  - Observations
  - Special methods

- Market Observation
  - Questionnaires
  - Observations
  - Special methods

Secondary Research

- Internal Sources
- External Sources
Marketing Management

Environment

Market Competitors
- chances/risks

Marketing Goals

Company
- strengths weaknesses

Marketing Strategies

Marketing Campaigns

Necessary Resources

Results
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Marketing Campaigns

- Subscriber Direct Marketing
- Newsstand Headlining
- Frequent Reader Club
- TV-Spots
- Series
- Infolines
- Regular Columns
- Games
- Image Increasing Events
- Supplements
Regular Newspaper Series

Series for "large" target groups

- post, bank, police etc.
- young mother
- youth of today
- vacation in ...
- local reports

Series about up-to-date topics

- AIDS
- war in Bosnia
- Ebola virus in Zaire
- religious sects
- actual desasters
Advice for starting a subscriber card program

- Commitment from all departments
- Promote, promote, promote
- Education and communication
- Offers must have real value
- Get the right advertiser mix