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<td><strong>Author(s)</strong></td>
<td>Ziegler, Marc.</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
Newspaper Competitions

- CD-ROM/Online-Databases
- Direct Marketing
- Cable TV
- City Magazines
- Advertising Paper
- Other Newspaper
- Local Radio
Market Oriented Editorial Concept

Feedback for the reader

Quality Securing and Control

Service Orientation
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)
      - Product policy
        - (product philos.,
          structure,
          topics,
          layout)
    - Editorial department
      - Price policy
        - Communic. pol.
        - Distribution pol.
          (acquis. channel)
  - Advertising department
    - Printing management
      - Reader Market
      - Advertising Market
Integrated Newspaper Marketing

1. Positioning Paper  
   Plan
   
   Now?

2. Corporate Strategy
   Market-Strategy  
   Product-Strategy

3. Marketing
   Advertising
   Editorial Department
   Sales
# Strategic (Integrated) Marketing

## Conventional Marketing

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## Strategic Marketing

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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.
## Strategic (Integrated) Marketing

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Market Research

Primary Research

Market Analysis
- Questionnaires
- Observations
- Special methods

Market Observation
- Questionnaires
- Observations
- Special methods

Secondary Research

Internal Sources
- Questionnaires
- Observations
- Special methods

External Sources
- Questionnaires
- Observations
- Special methods
Marketing Management

Environment

Company

strengths weaknesses

Marketing Goals

Marketing Strategies

Marketing Campaigns

Results

Market Competitors

chances/risks

The Management Consultants to Media, Printing, Packaging
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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