

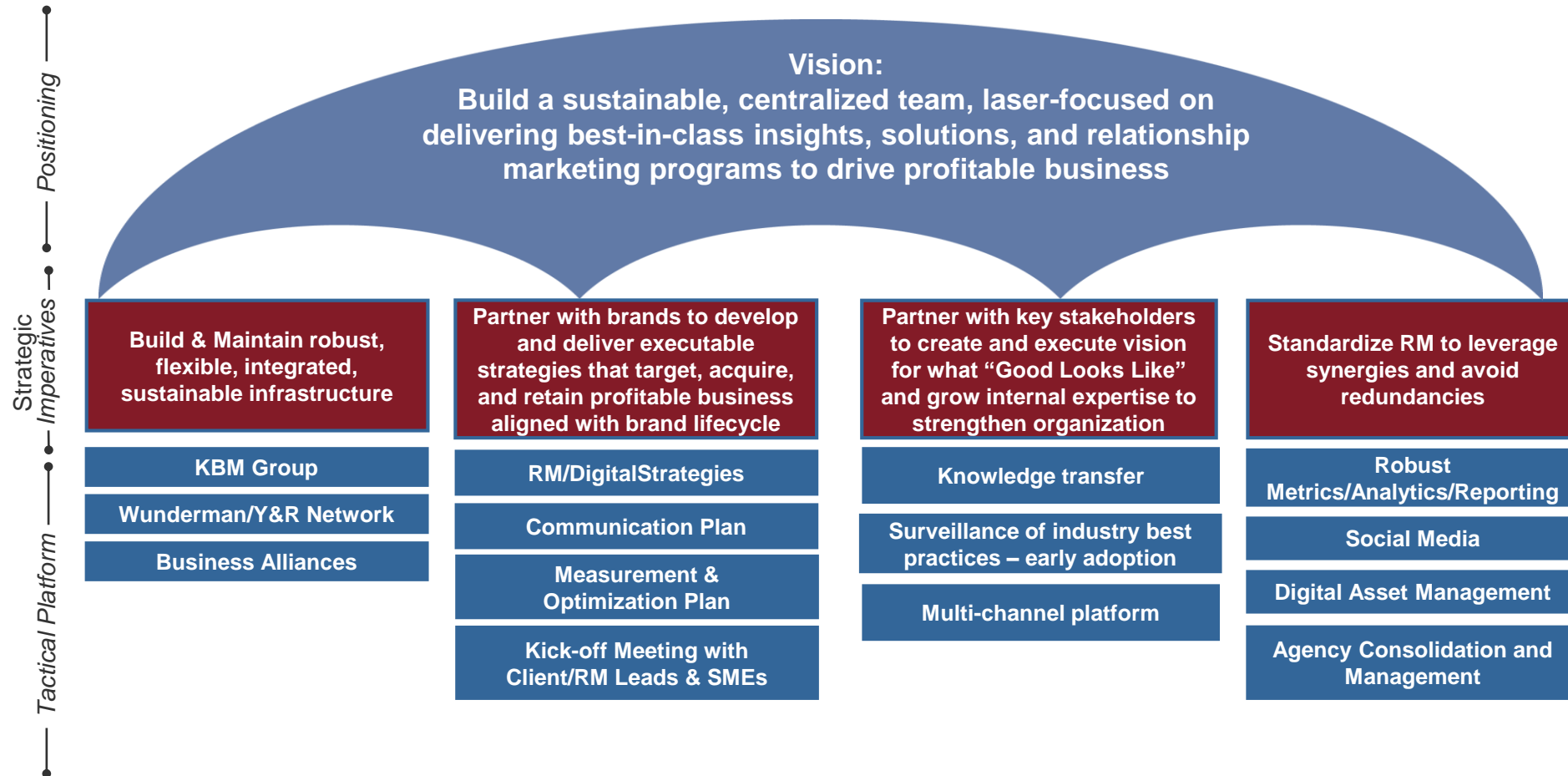
Expanding The Consumer Engagement Agency: Thoughts on Building a Strategy Consulting Team



Prepared by: Abe Gorelick

The purpose of the slides that follow is to present thoughts associated with building a Strategy Consulting team that will be a key driver in delivering industry leading end-to-end multi-channel marketing services

Strategy Consulting: A Relationship Marketing Center of Excellence



KBM Strategy Consulting Team: Integrated Overview

The team will take more of a macro view of the client situation and lead the Integrated Marketing Strategy

Integrated Marketing Strategy	Analytic & Consumer Insights	Information Management	Agency Services
<ul style="list-style-type: none">▪ Establish the vision for customer centricity▪ Identify incremental profit opportunities▪ Create “playbooks” for capturing the opportunities▪ Assess current performance vs. best practice▪ Build economic value proposition to support required investments▪ Develop strategic roadmaps for implementation	<ul style="list-style-type: none">▪ Packaged analytics solutions designed for rapid solution delivery▪ Integrated Analytic Applications to drive real-time personalized communications▪ Strategic Analytic Services for strategic decision optimization applications	<ul style="list-style-type: none">▪ Data quality, data management and data processing solutions▪ Campaign management and business intelligence solutions▪ Business process development and management▪ Technology solutions development and management	<ul style="list-style-type: none">▪ Account Planning▪ Integrated Analytics▪ Creative Services: Digital, Web, mobile, email, direct mail and other channels▪ Data Services▪ Implementation: Digital, Web, mobile, email, direct mail and other channels▪ Full Service Campaign Management▪ Development (Mobile)▪ Search (SEO/SEM)

Integrated Practice Offerings (examples)

- Strategic Roadmap
- Insight Lab
- Decision Management
- Marketing Mix Optimization
- Online/Offline Integration

Beliefs

- Successful marketing is a combination of smart thinking and creative magic
- Real brands have a 'soul' – driven from the inside-out, not outside-in
- Being culturally relevant to the market is essential
- A fully integrated brand experience drives impact and growth
- Measured results and accountability – the work can always be improved upon

All of this builds to a core belief...

**branding and selling are not different,
and require an integrated strategic platform
to most effectively and efficiently leverage
a marketing budget**

KBM Strategy Consulting Approach: Collaboration

- Our engagement team – industry strategic experts – will collaborate with a client’s marketing, product, and analytic experts and partner with KBM client and analytic teams
- A key question we will ask clients -- How do we maximize the resources and knowledge of the client team, and make the process a joint effort?
 - The KBM Strategy Consulting team is not a substitute but a complimentary resource to deliver insights, process and structure, and actionable recommendations
- The KBM team will share its learning, experiences and relevant case studies from both industry-specific clients and other verticals
- As part of the collaborative process, our engagement team will draw upon client research, as well as validating all ideation output – positioning and concept statements – when necessary via an independent third-party research resource

Partners Not Consultants

- We are business partners, who can **draw insights** from raw data and turn that into **usable information** from which **strategies and programs** are developed
- Any strategies and solutions that we, as a team, develop are initiatives for which we have the **expertise to manage and execute** -- unlike consulting firms such as McKinsey, Accenture, and BCG who only provide direction
- KBM has the process and rigor to ensure an organized quantitative and qualitative approach to addressing a project
- We hope to evolve our business from consulting projects to long-term, integrated engagements and relationships.

Actionable Intelligence

Enhance Profitability, Reduce Risk, and Lower Costs

Understand the Business

- > Establish a complete portrait of a customer
 - > Identify customer segments and prospects with greatest potential
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Know the Customer

- > Identify and acquire high value customer look-alikes
 - > Provide actionable intelligence at point of contact
 - > Foster organic growth via cross marketing and retention efforts
 - > Define high propensity customers and prospects
 - > Data capture (web, customer service, in-store)
 - > Score inquiry leads for follow up (timeliness, quality)
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Optimize Marketing

- > Position marketing initiatives for optimum return on investment
- > Develop customer centric practices and growth strategies
- > Determine who to target and with what product or services
- > Assess target contact strategy

Relationship Marketing: Smartly Conceived and Precisely Integrated

We collaborate with our clients to align targeted messaging with integrated and appropriate channels.

Brand Understanding

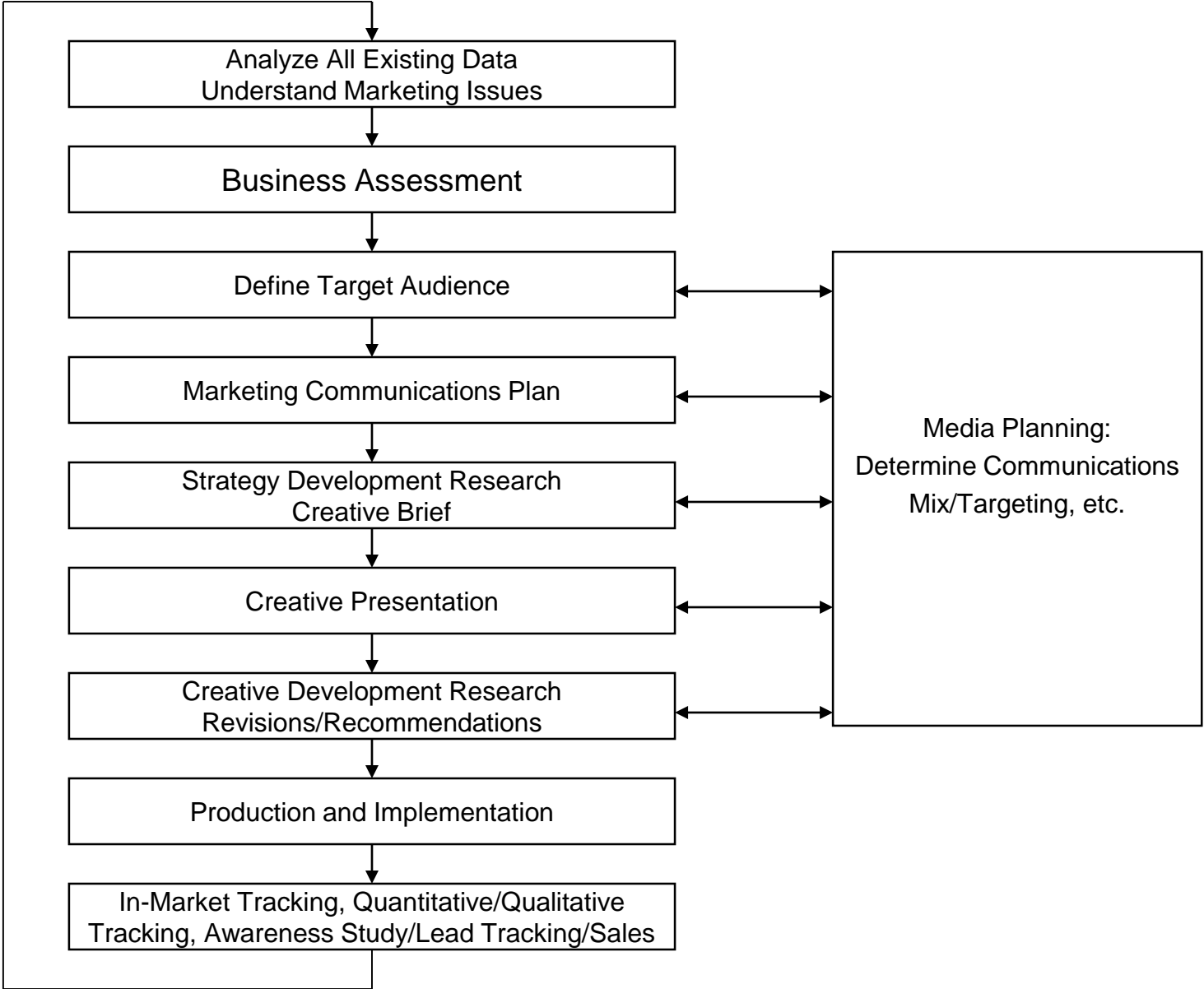
- Aligned with current positioning, personality, tone of voice and visual execution
- Drive Consumers to act while further strengthening overall Brand image

Consumer-Centric Communications

- Leverages consumer behaviors
- Brand continuity across all channels and through every touch point
- User-oriented content proven to work online and offline

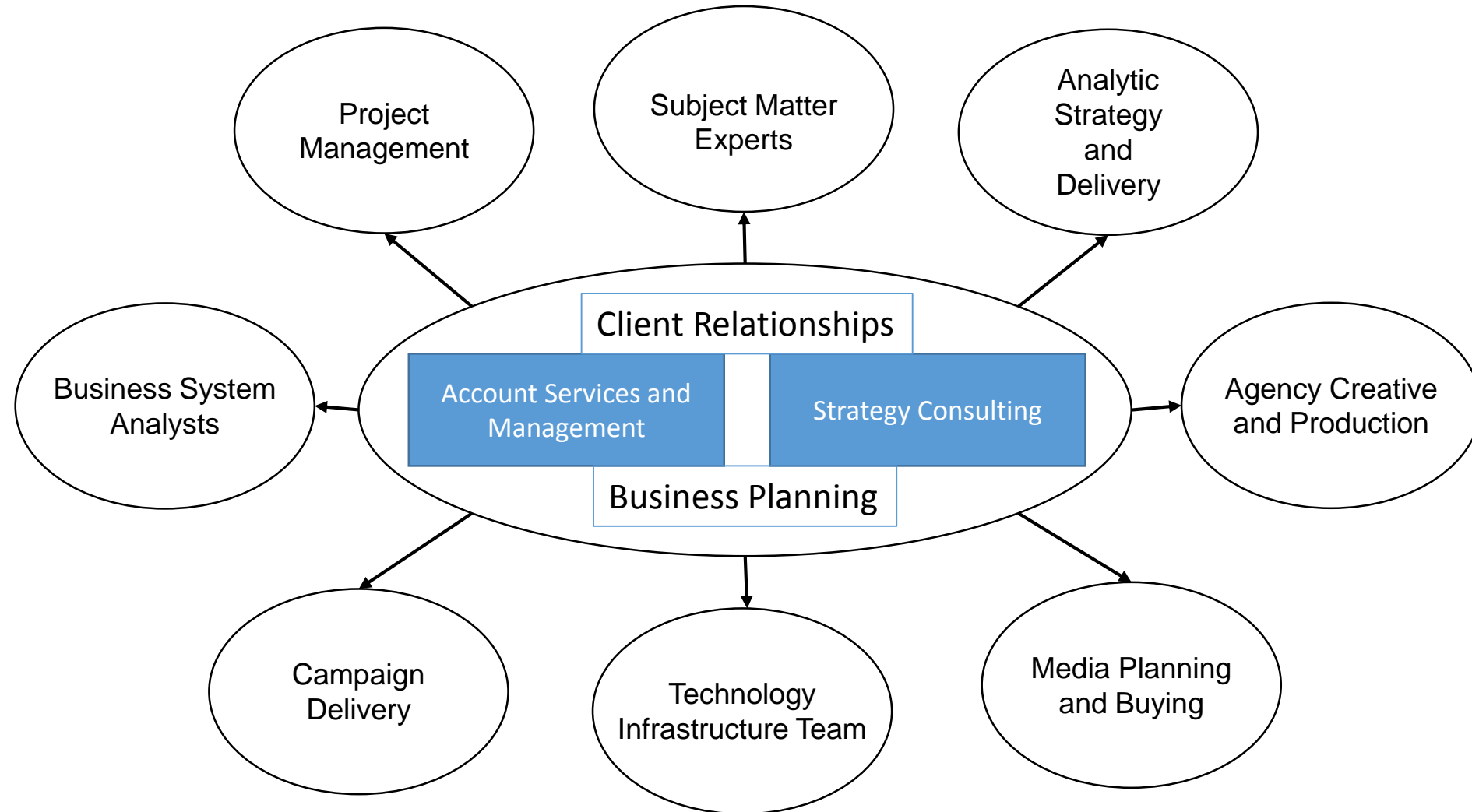
Communication Development Process

Strategy Consulting will lead and/or contribute at multiple steps across the Communications Development Process



KBM Team Structure: Strategic and Tactical

Strategy Consulting will lead strategic development and management working in conjunction with Account Services in managing the client relationship and key business planning issues.



Building the Team

Though there are multiple factors and issues of which I am unaware at KBM Group, I believe the following three positions are key to launching this Strategy Consultant group:

- Marketing Strategy Consultant: serve as a partner to the client's marketing insights/ intelligence services team, acting as a bridge between that group, the client's Brand teams, and KBM's client services and campaign management teams. Lead the collection of all relationship marketing data (focusing on e-mail, direct mail, and mobile) needed for operational reporting and impact analysis, partnering with appropriate KBM teams and third parties. Provide expert insight/perspective on the performance of each brand's relationship marketing programs targeting consumers and other target constituencies. Help interpret (monthly) performance data and other analytic outputs, offering insight into each brand's goals and strategies, and other factors that could have impacted performance.
- Digital Strategy Consultant: help optimize Interactive marketing strategies and tactics by providing insights into and across various digital marketing channels – and help account teams and clients use these insights to drive better marketing ROI. Ideally, have a combination of interactive direct marketing and quantitative analytical skills, along with some consultative experience helping clients improve their marketing performance. A background which spans multiple digital channels is critical for success. Strong experience in email marketing is critical with some level of work in mobile optimization, SMS, and social media.
- Senior Analytic Consultant: responsible for developing analytical solutions to business problems within client engagements. He/she will interact with clients to understand the clients' business needs, and then work with our team to develop an analytical solution to those problems. The ideal candidate will have dual capabilities to be able to understand detailed analytical concepts and then communicate those concepts to clients in a way that is easy for them to comprehend.

THANK YOU