

DMASA & AGON TRAINING PROGRAMMES



2018



A man in a dark suit and tie is shown from the chest up, leaning over a wooden table. He is carefully placing a wooden block on top of a stack of other blocks. The background is a plain, light-colored wall. The lighting is soft, highlighting the texture of the wood and the man's hand.

“

**You must either modify
your dreams or magnify
your skills.**

*– Jim Rohn, American
entrepreneur, author &
motivational speaker.*

”

2018 TRAINING PROGRAMMES

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1 DAY WORKSHOP/S

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FUNDAMENTALS

of Interactive & Direct Marketing – IDM

This one-day workshop fast tracks you into the world of IDM to help you grasp the key elements of this critical method of marketing.

Direct Marketing techniques are unravelled to form the foundation platform of successful marketing planning and implementing promotional activities.

This one-day workshop will explore the move toward integrated marketing and discover how direct marketing strategies can be used effectively in all media. You'll review best practices and techniques and learn how to apply them in a multi-channel environment.

The programme will combine direct marketing principles with practical activities so you leave with a workbook containing not just theory, but practical templates and solutions as well. After completing the workshop you will be able to apply the techniques and use them in the workplace, whether you market just a single product or a multiple product range.

Knowing how to apply knowledge and IDM principles is one of the key difficulties that marketing newcomers face within their companies.

The gap between 'ideas to implementation' is often the missing link between success and failure. This workshop will show you how to apply the theory into practice, demonstrated with workbook activities.

The outcomes of what you will learn so you are able to understand:

- ✓ The fundamental principles of Interactive and Direct Marketing and how the key elements can be used for planning and conducting marketing campaigns and promotions using an interactive model.
- ✓ How to identify the benefits and unique selling points of your product, and use this process to create key offers that will achieve responses.
- ✓ Segmentation and targeting to identify and select your most profitable customers using lists and databases.
- ✓ How to select and integrate different channels for a successful multimedia marketing approach.
- ✓ How to track and measure the effectiveness & responses to your promotions.

JOHANNESBURG

19 April 2018

23 August 2018

FEE

Members R2,500 +VAT

Non-members R3,000 +VAT

Programme outline

Session 1: Fundamental principles and key elements of Direct Marketing and how these fit into the big picture

- Explaining the key elements and benefits of IDM.
- Using an interactive model to understand the integration of all the elements.
- How to use the interactive model as the foundation structure in support of an overall marketing plan.

Session 2: Creating key offers that will achieve responses

- How to identify the key benefits and unique selling points of your product.
- How to translate these benefits into key components of an offer.
- Explore the key elements of IDM irresistible offers.
- Effectively build profiles of potential users and select the relevant messages.

Session 3: Segmentation, database marketing, and list targeting

- Understanding the importance of effectively implementing segmentation and targeting to identify and select your most profitable markets.
- Differentiating between databases and lists.
- Understanding the key applications and categories of data.
- Identifying and prioritising the approach to new and existing customers.

Session 4: Multichannel marketing approach

- Advantages of integrating IDM in a multi-channel environment.
- Selecting the most effective channels across all media for your target group.
- Selecting the optimum timings for effective communication to create positive responses.

Session 5: Tracking and measuring your Direct Marketing performance

- Identifying your capacity for response handling.
- Selecting measurement methods for evaluating and tracking results.
- Assessing your requirements and resources for campaigns based on value ranking of customers.



THE VALUE OF A DATABASE

as the foundation platform of your marketing activities

Discover the benefits of using data to support your marketing activities. This one-day workshop will give you the confidence to grasp the opportunity of using database marketing

For marketers, having a database is not just nice to have – it is crucial to have, and knowing what you can do with it is not just nice to know – it is critical for your success in implementing marketing activities.

This one-day workshop will review the key strategies and principles of using database marketing to improve your all-round communication approach with your customers.

The programme will identify the key elements of a database and demonstrate how it is an integral part of IDM - Interactive and Direct Marketing.

The programme will combine IDM principles with practical activities so you leave with a workbook containing not just theory, but practical templates and solutions as well.

JOHANNESBURG

24 May 2018

27 September 2018

FEE

Members R2,500 +VAT

Non-members R3,000 +VAT

The outcomes of what you will learn so you are able to understand:

- ✓ Understand the strategic role that a database performs for successful interaction with customers.
- ✓ Identify your applications requirements for customer interaction
- ✓ Identify the components for the design of a database to match your applications.
- ✓ Know where and how to source information to populate your database.
- ✓ Understand the importance of ongoing quality management and maintenance of the database for marketing purposes.

Programme outline

Session 1: The strategic role of a customer database for CRM.

- Identifying the strengths of a database.
- Exposing the weaknesses of a database.
- Understanding how using the database supports segmentation and targeting.
- The impact of database pointers for successful marketing.

Session 2: Defining the elements and uses of a database.

- Understanding database definitions and scope.
- Identifying applications for marketing needs.
- Defining the requirements for implementation.

Session 3: Designing a database.

- Identifying the required core data fields.
- Categorising descriptive data.
- Maximising the effectiveness of existing data for predictive analysis.
- Identifying common pitfalls in building a database.

Session 4: Sourcing data

- Identifying internal data sources.
- Selecting external data options.
- Assessing the use of lists.
- Identifying and managing customer contact points.

Session 5: Quality management of data

- Specifying necessary data maintenance and accuracy controls.
- Interpret extraction briefs for marketing purposes.
- Better understand data quality management terminology and processes.
- Be aware of how data protection legislation affects marketing.



HOW TO EVALUATE AND ANALYSE

the success of your marketing activities metrics.

This one-day workshop will help you feel confident to develop the skills to handle the numbers that underpin IDM and to interpret results to make informed decisions.

All activities have to be accountable, for if you can't measure, you can't manage.

The workshop will focus on the importance of the metrics that need measuring and monitoring to identify the success of your promotions for acquisition and retention of customers.

The programme will investigate which indices need to be identified and monitored for analysis of key results. It will unpack, simplify and demystify the terminology of key marketing metrics, costs and ratios, and support these with basic formulae for calculating your results and performance.

The programme will include practical activities supported with example calculations so you leave with a workbook containing a step-by-step approach towards understanding the analysis of key results and managing forecasting that you can use back in the workplace.

JOHANNESBURG

21 June 2018

11 October 2018

FEE

Members R2,500 +VAT

Non-members R3,000 +VAT

The outcomes of what you will learn so you are able to understand:

- ✓ How to identify and calculate the key costs for implementing a promotion.
- ✓ The importance of key ratios for measuring the success of promotions.
- ✓ The importance of measuring the value of customers.
- ✓ How to cluster customers and measure their future potential.
- ✓ How to use research and testing to support your decision making.

Programme outline

Session 1: Reviewing the range of costs incurred to implement a promotion.

- Interpret fixed, variable and overhead costs.
- Identifying front and back-end costs and their impact.
- Understanding differences between average, marginal and opportunity costs.

Session 2: How to calculate key ratios for promotions to identify successes.

- Comparing response rates and costs.
- Understanding conversions for prospects, orders and sales.
- How to calculate allowable costs per order.
- Interpreting breakeven analysis.

Session 3: Understanding the metrics of customer calculations.

- Categorising customers according to decile analysis.
- Evaluating the effect of attrition rates.
- Gauge the importance of lifetime values.

Session 4: Using metrics to identify activities of customer segments.

- How to use the RFM formula.
- The reason for ranking customers.
- How to gauge ROI.
- The economics of customer loyalty

Session 5: How research and testing activities support roll-out analysis and decisions.

- Understand where research is useful for audience analysis.
- Evaluate the principles of testing.
- Implementing the practicalities of testing variables, split tests and controls.



HOW TO DEVELOP A IDM CAMPAIGN PLAN

This one-day workshop will show you how to plan and manage your IDM campaign by understanding how to translate your objectives into deliverable activities with successful results.

A structured process for understanding key marketing objectives and converting them into an action plan that provides a practical check list for promoting products to new and existing customers.

This one day workshop explains the importance of having a systematic structure for identifying the key elements required to prepare a promotion plan.

The workshop will show how to interpret the key objectives from a brief and convert these objectives into a plan to achieve the required outcomes.

The programme will combine direct marketing principles with practical activities so you leave with a workbook containing not just theory, but practical templates and solutions as well.

After completing the workshop you will be able to apply the techniques and use them in the workplace.

The outcomes of what you will learn so you are able to understand:

- ✓ How to convert IDM objectives into strategies and actions.
- ✓ How to create an offer that is relevant to acquiring new customers.
- ✓ Identifying the factors involved in communicating on time to prospective customers.
- ✓ Understand the processes and value of retaining customers.
- ✓ How to make sure the sale cycle and order processing is successfully concluded to meet the objectives.

JOHANNESBURG

26 July 2018

1 November 2018

FEE

Members R2,500 +VAT

Non-members R3,000 +VAT

Programme outline

Session 1: Identifying IDM objectives.

- Defining the scope of key IDM objectives.
- Selecting IDM strategies and actions to match these objectives.
- Implementing the process of the key action steps in a campaign.
- Assessing the capacity planning and resources required to deliver the actions.
- Identifying required operational support infrastructure.

Session 2: Planning the relevant offer for the acquisition of customers.

- Identifying customer target market profiles to match campaign objectives.
- Selecting the required data specifications for prospecting customers.
- Defining the offer variables.
- Identifying the product USP.
- Creating the offer to deliver the USP.

Session 3: Preparing the communication approach to prospective customers.

- Deciding the media selection and the optimum mix to reach the selected target market.
- Reviewing existing promotion support activities for an integrated approach.
- Identifying the timing factors to decide optimum product selling time and effects of seasonality.

- Highlight production and delivery factors affecting critical pathing reverse timetables.
- Review response planning options and decide response media and devices to fit the chosen media.
- Select front end measures for calculating results and reporting.

Session 4: Planning for retention of customers.

- Identifying the value of retention and selecting which of the relevant six steps to use.
- Gauging the value of customer loyalty.
- Assessing the importance of the 3-step process for handling responses.
- Identifying response devices and techniques.
- Using existing data and linking with testing options.
- Identify each medium choice and handling capacity.

Session 5: Making sure the order is completed and delivered

- The four key essentials in the fulfilment management process.
- Capturing the order data requirements.
- Key factors to consider for suppliers & stakeholders.
- Effectively selecting from a range of suppliers.
- Handling suppliers for roles, functions and briefings.
- Identifying key back-end measurements for calculating and reporting.
- Conducting an analysis review of costs and how costs escalate.
- Evaluating the overall campaign performance.



3-DAY COMBINATION PROGRAMME

designed for In-House & Away venues – Cape Town / Durban

This three-day workshop fast tracks you into the world of Interactive and Direct Marketing and gives you a holistic view of the core principles and how to effectively implement them in your job.

The DMASA has packaged a customised three-day workshop programme for members in Cape Town and Durban. This is a unique chance to expand your skills in this rapidly expanding way of marketing.

The programme will combine direct marketing principles with practical activities so you leave with a workbook containing not just theory, but practical templates and solutions as well. After completing the workshop you will be able to apply the techniques and use them in the workplace, whether you market just a single product or a multiple product range.

Knowing how to apply knowledge and IDM principles is one of the key difficulties that marketing newcomers face within their companies. The gap between 'ideas to implementation' is often the missing link between success and failure. This workshop will show you how to apply the theory into practice, demonstrated with workbook activities.

The three days will cover the key elements of direct marketing to get you fast tracked into the fast developing world of IDM.

CAPE TOWN

7, 8, 9 May 2018
1, 2, 3 October 2018

DURBAN

9, 10, 11 April 2018
17, 18, 19 September 2018

FEE

Members R6,500 +VAT

Non-members R7,000 +VAT

COMPANIES (IN-HOUSE)

Rates and dates to be confirmed on acceptance

We will cover:

- **Day 1:** Fundamentals of Interactive & Direct Marketing (IDM)
- **Day 2:** The value of a database and evaluating marketing activities metrics for success
- **Day 3:** How to develop a IDM promotional plan

RECOMMENDED FOR DELEGATES TO ATTEND ALL THREE DAYS TO MAXIMISE FULL BENEFITS.

Programme outline

Day 1: Fundamentals of Interactive & Direct Marketing (IDM)

- Session 1: Fundamental principles and key elements of Direct Marketing and how these fit into the big picture.
- Session 2: Creating key offers that will achieve responses.
- Session 3: Segmentation, database marketing, and list targeting.
- Session 4: Using a Multichannel marketing approach.

Day 2: The value of a database and evaluating marketing activities metrics

- Session 1: The strategic role of a customer database for CRM.
- Session 2: Defining the elements and uses of a database.
- Session 3: Designing a database and sourcing data.
- Session 4: Reviewing the range of costs incurred to implement a promotion.
- Session 5: How to calculate key ratios for promotions to identify successes.

Day 3: How to develop a IDM promotional plan

- Session 1: Preparing the communication approach to prospective customers.
- Session 2: Planning how to retain customers.
- Session 3: Making sure the order is completed and delivered.
- Session 4: Summing up with a campaign check review process.



SMEs & ENTREPRENEURS

Kick Start Marketing using IDM Techniques

JOHANNESBURG

Information and dates available on request

For any SME & Entrepreneur, using IDM techniques gives you the ideal manageable and cost-effective approaches to market and sell your product.

This one-day workshop will demonstrate how IDM principles can be immediately applied for SMEs to market effectively to new and existing customers.

The programme will combine direct marketing principles with practical activities so you leave with a workbook containing not just theory, but practical templates and solutions as well.

After completing the workshop you will be able to apply the techniques and use them in your workplace, whether you market just a single product or services, or a multiple product range.

On the conclusion of the workshop, delegates will be able to assess their product and understand how to market to relevant customers using a customised interactive model.

The outcomes of what you will learn so you are able to understand:

- ✓ Understand the fundamental principles of interactive direct marketing and how using these techniques can support marketing for small businesses.
- ✓ How to analyse a product to identify the key benefits and match these to the needs of prospective customers.
- ✓ Using the different methods of segmentation to identify which customers will be most likely to buy.
- ✓ How to apply the IDM mix to attract new customers.
- ✓ An understanding of the systematic steps for retaining customers and the value of a database driven process.
- ✓ How to design a strategy matrix by combining the information developed in the workshop.

Programme outline

Session 1: Fundamental principles and key techniques of IDM and how it is a way of doing business that can be applied by SMEs.

- Defining IDM and its applications.
- Using an interactive model as a foundation to link all your marketing applications.
- Conducting a self-marketing audit to identify gaps and opportunities.

Session 2: An analysis of a product by turning its features into benefits in order to identify target markets

- How to identify the key benefits and unique selling points of your product.
- Matching these benefits to potential target customers.
- Understanding how to match your promotional message to portray the key USP to relevant prospects.

Session 3: Understanding the process of segmentation in order to identify customers

- Reviewing the variables of segmentation for identifying customers.
- Matching your product to the segmentation variables.
- Identifying the comparative value of existing and new customers.
- Differentiating between Business to Consumer and Business to Business customers.
- Identifying the role players in a B to B multi-step process.
- Review response planning options and decide response media and devices to fit the chosen media.

Session 4: Using the applications of the interactive model for acquisition of customers.

- Selecting the optimum media mix according to the required level of personalisation.
- Identifying the buying cycle of Business to Business.
- Selecting the most effective offer options.
- Deciding the timing choices for conducting a promotion.
- Identifying how to handle different response options and required customer service support.

Session 5: Using the applications of the interactive model for retention of customers.

- A review of the six steps in a retention strategy.
- Identifying the optimum combination of the six steps.
- Assessing the value of a database to support retention.
- Identifying the data field information needed for your business for consumer and business markets.

Session 6: Deciding the approach to match the product to a market.

- Using a product to market matrix.
- Identifying business and reputation risks.
- Ranking customers by value.
- Deciding the contact and frequency options based on customer value.
- Administering contact with customers.
- Cost effective marketing routes for SMEs.

NOTES

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