



EXPERT INSIGHTS

Progressive Ideas in Business

**Creative Strategy
& Direct Marketing**



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What's Creative Got To Do With It?

The driving force of any marketing communications program is the creative – it's the vehicle that carries your message to potential customers. It's what your target actually sees, often without any predisposed knowledge of all the nuances that make your product special. Your creative has the task of telling that story. Which is why you need more than just pretty pictures. You need to formulate sound marcom strategies that communicate your message in a creative way. The difference is huge.

Good creative has a defined purpose. But there's a road to travel before creative concepts should even be discussed. The key is to effectively position a product or service based on a unique principle – be it tangible or not. You always need to remember what you're selling and who you're trying to reach. Step into your prospects' shoes and think about what will turn them on – or off. This is a strategic issue that creative needs to address.

Once you've created a unique position that clearly differentiates your products,

develop a creative strategy that communicates a specific message to specific targets. The next step is to define what you expect the creative to deliver, then execute your strategy using media vehicles that best reach your target.

The process takes research, analysis and a clear vision to make it work. Do you drive creative this way? Or do you take a shortcut and end up with creative that lacks substance?

Chances are you'll seek assistance from marketing pros outside your organization. Just make sure they drive you down the right road by asking the right questions.

To read the full report, go to www.expert-insights.com/lrg.asp



LRG Marketing Communications has over 25 years of marcom experience in the B-to-B and consumer products categories on behalf of some of the best known brands in the world. The agency's focus on developing and implementing integrated, strategically driven marcom programs continues to fuel our success. But our biggest rewards are measured by the success of our clients. lrgmarketing.com • lrg@lrgmarketing.com

SMART Direct Marketing Integration Leads to 11.5% ROI

Directly speaking, marketers are missing opportunities because they spend too much time and money on activities that do not generate revenue. For every \$1 spent on direct marketing, the return was \$11.49, according to a recent study done by the DMA (Direct Marketing Association). And, the number one priority for increasing sales effectiveness is qualified lead generation, as stated in the survey conducted by research firm CSO Insights earlier this year. So, if you knew who fit your target profile and you could deliver your message directly to those people, it just makes sense that they would most likely become your customers.

The problem is that these issues – customer profiling, research, direct marketing, and lead generation – are often seen as isolated challenges, independent from one another. However, if they are evaluated together, it may be easier to treat them with integration. Think of it like a swimming pool. The same pool can be a place for speed swimmers racing for a gold medal; a lesson venue for those learning to stay afloat; or the destination for high-divers making the graceful plunge into the depths of the water. In that same light, the market of business professionals, industry experts, and targeted decision makers all come from the same pool. To effectively reach them,

marketing and sales professionals must integrate their approach to direct marketing and be SMART. Suspect qualification – screen and profile suspects and prospects

Market research – conduct studies to learn what they want and need

Actionable results – analyze and document the data in an action plan

Ready to buy – reach the market when they need a solution

Targeted messages – deliver materials directly to decision makers

The results? Qualified leads. Market insight. Increased response. All from decision makers who take action based on an integrated, targeted direct marketing program.

To read the full report, go to www.expert-insights.com/dm2.asp



DM2-DecisionMaker® is direct marketing to decision makers. DM2 is a B-to-B marketing partner and list manager who connects marketers with decision makers throughout the product or marketing lifecycle. From concept creation to closed sales, DM2 delivers innovative products including lead generation, expert research panels, multi-channel list rental, and custom marketing programs.

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EXPERT INSIGHTS

Progressive Ideas in Business

Recruitment Process Outsourcing & Healthcare Cost Containment



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Project-Based RPO Good Option For Professional, Managerial Talent

A pharmaceutical company needs managers for a new manufacturing plant. An Internet service provider is expanding into new wireless markets and is looking to hire technology and business professionals. A global food processing business is investing in mid-level managers capable of assuming future leadership roles.

In each of these situations, the smartest solution in the current candidate-driven market may be to outsource the recruitment function to an external firm. Recruitment process outsourcing (RPO) is the fastest growth area in HR outsourcing. While a significant portion of the increased

volume will come from long-term HR contracts, the number of companies outsourcing recruitment on a project basis also is expected to increase. In addition, companies that have traditionally outsourced recruiting for lower-level jobs are beginning to do so for managerial and professional positions.

As more companies recognize the value of entering into strategic partnerships with recruitment experts for higher-level hires, the question becomes, "What should companies be looking for in a partner?"

Certainly, the partner must be able to offer

quicker access to high-quality potential hires more cost effectively than companies can deliver on their own. Beyond that, however, employers should choose a partner capable of creating a flexible, scalable project plan that is integrated with the client's business objectives. The plan should be based on best practices such as direct sourcing, building sustainable talent pools and utilizing competency models to assess candidates. The recruitment partner should take accountability for delivering the desired outcome to the client as well as managing risks. Whether a company has an immediate need to hire a finite number of managers or professionals, or wants assistance over the long term, an RPO partner may be the solution.

To read the full report, go to www.expert-insights.com/Hudson.asp



From great people to great performance™

Hudson (NASDAQ: HHGP) is a leading provider of management recruitment, contract professionals and talent management services worldwide. From single placements to total outsourced solutions, Hudson helps clients achieve greater organizational performance by assessing, recruiting, developing and engaging the best and brightest people for their businesses. The company employs more than 3,600 professionals serving clients and candidates in more than 20 countries. More information is available at www.hudson.com.

Worksite Clinics Reduce Healthcare Costs

US healthcare costs continue in an upward spiral, with no end in sight. In 2005, employer premium costs increased 9.2%, nearly three times the inflation rate, with average annual cost for family coverage at \$11,000. These 2005 costs put health care spending more than 4 times ahead of national defense spending.*

Attempting to defray the tremendous cost of providing employee health coverage, employers have shifted costs to employees and scaled back coverage. "My clients had exhausted temporary cost reductions achieved through creative benefit design changes and increasing employee cost share," says Ed Adams, Executive Consultant with EBS Consulting.

Enter HealthSTAT, Inc. (www.healthstatinc.com). Working with employers to establish worksite health clinics typically staffed by Nurse Practitioners, HealthSTAT delivers on cost decreases. This innovative program focuses on managing chronic health risks present within employee populations. Using a thorough health risk assessment, HealthSTAT identifies employees with risks, allowing the practitioner to focus on those most at risk. "Claims follow risks," says EBS' Adams. "HealthSTAT provides employees convenient, personal access to quality care. Not only do HealthSTAT clients save claims dollars, they also experience improved productivity because of

improved health," concludes Adams.

An internal review of biometric measures revealed significant reduction in health risks of employee participants. For example, employees with hypertension reduced their risk of death 42%. HealthSTAT's 2006 Clinic Data shows that health status improvements were achieved while costs were reduced. Three large HealthSTAT's clients experienced cost reductions of \$5.3M (6,900 employees), \$2.5 M (2,900 employees), and \$831,000 (2,209 employees) respectively, with relatively little benefit design change.

"My clients' experience with HealthSTAT has been phenomenal," EBS' Adams says. "This program delivers a solution to employers' high health benefit costs. Employees love the program, and employers love the positive ROI," concludes Mr. Adams.

To read the full report, go to www.expert-insights.com/EBS.asp



EBS Consulting assists organizations in improving the quality and value of their HR programs while reducing overall cost. EBS Consulting recommends strategies designed to improve the quality and value of the HR function while reducing the overall cost and demands on HR staff. EBS Consulting has worked with organizations of all sizes, saving clients hundreds of thousands of dollars while creating HR programs that attract, motivate and retain employees. **Chattanooga, TN • (423) 266-5327 • <http://www.ebs-consulting.com>**