

Metalworking MARKETER

Insights, news and strategies for marketing decision makers in metalworking, manufacturing and moldmaking



Modern Machine Shop

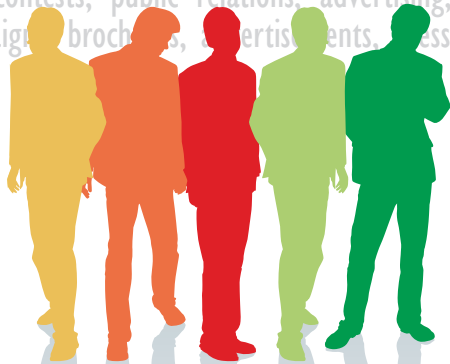
Production
Machining

MOLDMAKING
TECHNOLOGY
Engineering • Tooling • Materials • Magazine

Part 2 of 2 Parts

Does your company need more marketing? Or just better marketing?

sales contests, public relations, advertising, trade shows, dealer programs, direct mail campaigns, brochures, advertisements, press releases, trade shows, websites, e-marketing



MARKETING SERVICES: *(function)* to create and manage the tools, support materials and collateral...necessary to effectively implement the programs designed to achieve the strategy

By Mitch Goozé, CSP, President
Customer Manufacturing Group, Inc.

Marketing services

Marketing Services executes Product Marketing programs. These may include sales contests, public relations, advertising, trade shows, dealer programs, direct mail campaigns, and so on. Here is where advertising and promotion get done. This function manages or provides the creative, and produces items such as brochures, advertisements, press releases, trade shows, websites, e-marketing, and so forth.

There is obviously an overlap between product marketing and marketing services in the area of defining and planning these programs. A senior, experienced, Marketing Services professional may be able to perform some of the functions of Product Marketing. Unfortunately, many times

we place an excellent Marketing Services person in a position that really is Product Marketing—or worse, Product Management or Strategic Marketing...and the results are not satisfactory.

Marketing Services' function is to create and manage the tools, support materials, and collateral that Product Marketing has determined are necessary to effectively implement the programs designed to achieve the strategy. Skilled Marketing Services professionals have excellent input regarding these tools and materials to assure effective results. Asking them to perform another marketing function is quite another thing!

What do marketing problems look like?

Sometimes it's easy to see a marketing problem. One example of this is a stalled product.

More marketing or better marketing...
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07/07
July 2007

September MODERN MACHINE SHOP

Ad closing date:

July 27

Turning 2
EDM
Measurement

September PRODUCTION MACHINING

Ad closing date:

August 1

Bar Feeders 4
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September MOLDMAKING TECHNOLOGY

Ad closing date:

August 1

Moldmaking 6
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Machining
Quality Inspection
Software
Consumer Products
Case Study

Market Facts

Horizontal CNC 7
turning centers
EDM machines

More marketing or better marketing...
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You've spent months developing a new product and feel sure of its merits in the marketplace. You've introduced the product, but it seems to be going nowhere. What do you need to do to take advantage of your investment and ensure the success of the new product and perhaps your company?

"The key to marketing is to see your company as you are seen by your customers."

- Should you lower the price?
- Should you raise the price?
- Do you need to spend money on advertising?

- Do you need to kick off a public relations campaign?

- Do you need new sales channels, or do you need a program to "kick start" your existing channels?

Obviously some of these are Product Marketing issues. Some may involve Marketing Services, or the problem may be fundamentally strategic.

Possibly, you have an unneeded or unwanted product or service. Maybe you have not fully determined what the differences are your product or service provides which are valuable to potential customers.

Another example of a potential marketing challenge is an important new product introduction.

- How do you ensure that you get the best press coverage?

- Should you introduce the product at a trade show? Or with a press conference? Or with a press tour?

- What literature and sales tools will you need?

September **Modern Machine Shop**

Ad closing date:
July 27

Emphasis:
Turning
EDM
Measurement

Bonus Distribution:
EMO
Quality Expo

Frequency discount rates available among: MODERN MACHINE SHOP, AUTOMOTIVE DESIGN & PRODUCTION, COMPOSITES TECHNOLOGY, HIGH PERFORMANCE COMPOSITES, MOLDMAKING TECHNOLOGY, PLASTICS TECHNOLOGY, PRODUCTS FINISHING, PRODUCTION MACHINING, and International Publications

Turning, EDM and Measurement plus bonus distribution at EMO and Quality Expo

Turning: In July, MODERN MACHINE SHOP (MMS) editors will explore product and process developments in turning. With nearly 75,000 of MODERN MACHINE SHOP's more than 102,000 subscribers indicating the use of turning technology at their facility, this feature promises to attract a lot of attention from active buyers looking to invest in new turning equipment.

EDM: Along with special coverage on turning, July MMS will offer a Better Production section featuring shops using EDM technology to increase productivity and profitability.

Measurement: MODERN MACHINE SHOP's July Modern Equipment Review

section will detail new measurement product information.

Bonus distribution: Along with providing product and process information on turning, EDM and measurement, MODERN MACHINE SHOP September will offer bonus distribution at EMO, September 17-22, 2007 in Hanover, Germany and Quality Expo, September 25-27, 2007 in Rosemont, IL.

Need more advertising information?

Contact your MODERN MACHINE SHOP representative, or Bill Caldwell, Advertising Manager at 800-950-8020, 513-527-8800, fax: 513-527-8801, marketing@gardnerweb.com or www.mmsonline.com.

- Does this new product (or service) fit your existing sales channel?

- What is the competitive environment in which this product will be introduced?

- How should the product be priced and positioned to take maximum advantage of the competitive situation?

- What do your prospective customers think of the new product?

Again, some of these problems are problems for Marketing Services to solve, and some need expertise in other marketing areas. Executing an effective new product launch by relegating the planning and execution to Marketing Services is a mistake.

Given that upwards of 80% of new product introductions fail to achieve their sales goals, perhaps it's time to consider that the execution may not be the problem. Perhaps there was never a viable plan.

Sometimes it's more difficult to recognize the problem as belonging to marketing. It can still clearly be rooted there however. An example of this is the conflict between sales and the factory. Often the conflict looks like this:

The salespeople are frustrated. They see opportunity they can't turn into business, and they blame the factory for not listening to them, and for being unresponsive.

The salesperson says, "Why don't they hear what I am telling them?" The factory staff in this case is often frustrated with field sales. "Why can't they just sell what we have?" is a common question from the factory.

Are the salespeople just complaining, so you should disregard them? Are the factory people being too "hardheaded?" Or is it possible that a marketing job, clearly defining the position of the product and communication of this position to sales, has not been done?

If sales does not know the positioning, you will be getting inconsistent results and information from them. Has this happened to you? Some marketing problems are easier to identify.

You have an idea for a wonderful new product. But,

- What features should it have?

- What is the importance to your customers of each feature?

- Is there something else even more important about which you are unaware?

- How do you tell the story of the product so that you can get your salespeople excited, and your customers to buy?

To answer these questions, what do you do? Do you conduct a focus group? Or a user survey? By phone, or letter, or face-to-face interviews? Or just design it, release it, and hope you were right?

STALLED PRODUCT: Should you lower the price? Should you raise the price to spend money on advertising? Do you need to kick off a public relation you need new sales channels, or do you need a program to "kick start"

channels? **UNWANTED PRODUCT • PRODUCT INTRODUCTION:** How do you get the best press coverage? •Should you introduce the product at a

Or with a press conference? Or with a press tour? What literature and sa

you need the competitive advantage? How do you need to differentiate the product? How do you need to differentiate the product?

What do your customers see? Are you missing any of the key features? **CONFLICT**

SALES AND PRODUCTION • NEW PRODUCT DESIGN: What features should it

the importance to your customers of each feature? Is there something else important about which you are unaware? How do you tell the story of the that you can get your salespeople excited, and your customers to buy?

The key to marketing is to see your company as your customers see you. Consider adding marketing talent to your team to get the best solution your budget can afford.

The bottom line is that all of the above scenarios describe marketing problems that can be solved with the right marketing talent. Whether that expertise is full-time or part-time, on staff or from outside services are tradeoffs you make to get the best solution your budget can afford.

Final thoughts

The key to marketing is to see your company as you are seen by your customers. If you're satisfied with your company's results and feel that the future of your company is secure, then you may have all the marketing you need.

If you feel better results are needed, that you should be selling more, or your profits should be higher, or you should be doing a better job of satisfying your customers...then you should seriously consider adding marketing talent to your team.

Need more information?

**Mitch Goozé, CSP, President
Customer Manufacturing
Group, Inc.**

**1900 Wyatt Drive, #11
Santa Clara, CA 95054**

408-496-4585

Fax: 408-727-3949

info@customermg.com

www.customermg.com