

Wk 9: DMA-NC Luncheon Meeting 3/21


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Author
Message

03/06/2012 02:30:46 PM

Subject: Wk 9: DMA-NC Luncheon Meeting 3/21

Mimi Will

Last edited: 03/07/2012
 12:02:34 PM
 Messages: 119
 Location: Bay Area

Direct Marketing Assn - North. Calif. Chapter

Weds March 21, Luncheon Meeting - \$45 prereg. student

11:30 AM to 1 PM, Crowne Plaza Hotel, Burlingame

<http://www.dmanc.org/letters/dmamar12.html>
'Three Case Studies on Using Marketing Intelligence to Improve Results
Featuring: Groupon, Autodesk, and DraftFCB'
Speakers:

 Eric Rasmussen - **Groupon** - Vice President, Market Research

 Jack Androvich - **Autodesk** - Sr Director, Global Sales & Marketing Operations

 Jason Luis - **DraftfcB** - Director, Customer Intelligence

Each presentation will focus on using customer and marketing intelligence to improve marketing decisions to drive sales and marketing results:

Groupon Presentation - Replacing Conjecture With Market Research

The Daily Deal space has created tremendous interest and media attention over the past year. Confusion and misperceptions abound as marketers try to understand what Groupon is and how they should approach this new marketing media:

- o Is Groupon a marketing tool or just a coupon site?
- o Will Groupon help or harm my brand?
- o How can Groupon impact my bottom line?
- o What is the profile of the Groupon user?

All these and other Q will be **answered with actual research data** rather than relying on conjecture and hunches.

Autodesk Presentation - From Avatar To Shanghai Tower

Autodesk is a leader in 3D design, engineering and entertainment software. Autodesk customers include manufacturing, architecture, building, construction, media and entertainment industries, including 16 Academy Award winners for Best Visual Effects.

During the past couple years, Autodesk has begun transitioning from traditional outbound campaigns to integrated multichannel personalized engagement involving extensive mashing up of data, analyzing customer intelligence across channels, improved analytics and exploring sophisticated customer relationship management strategies.

This is about using customer and marketing data to transition from a traditional marketing model to an integrated personalized engagement marketing model to improve decisions and results.

DraftFCB Presentation - Creating An Analytics Driven Culture

Many books have been written about the importance of customer intelligence as a key driver of competitive advantage, however there has been a dearth of conversation about actual cultural change that is often necessary within an organization to become more data driven.

This presentation will show how data driven marketing is changing the way advertising agencies build their creative, design user interfaces and test their way to success. It will also explore overcoming challenges associated with entrenched traditional thinking.

Jason Luis has created and managed analytics teams for several multinational advertising agencies including McCann WorldGroup and DraftFCB where he has worked with clients including Microsoft, Corning and Electronic Arts.

<http://www.dmanc.org/letters/dmamar12.html>

For Discussion (whether or not you attend this event):

- What do you know about the **Direct Marketing Association**/NCalif Chapter?
- The meeting announcement was sent out by Constant Contact e-mail and included a very long, side link to the DMA website. However, since I had asked to be included on their mailing list years ago, I trust their site and clicked on the link, which brought me to the shorter link that I am giving you here. Which would YOU rather go to?
- What about their website layout, choice of colors, arrangement of info, ads, sponsors at the bottom, signature, and policies/links at the very bottom?
- What do you think of their website design/marketing and the things it includes at: <http://www.dmanc.org/letters/dmamar12.html>
- Anything else?



03/06/2012 04:25:06 PM

Subject: Re:Wk 9: DMA-NC Luncheon Meeting 3/21

Martha Raup



Last edited: 03/06/2012
04:25:39 PM
Messages: 60
Location: San Francisco

I like this site very much - it is very functional, and looks good, in spite of being crowded with "stuff". I especially liked simple, straightforward (R-click/control-click, View Source). Their CSS files however are very complex! Good thing the separate file.

They seem to have a good use (for SEO purposes) of keywords. Here's what I found on the membership page:

```
<meta name="description" content="Join the DMA of Northern California.
The DManc educates, informs and provides networking opportunities for
Direct Marketing professionals in the San Francisco Bay Area and Northern
California. ">
<meta name="keywords" content="DMA, DManc, join, membership, direct, marketing,
direct marketing, direct marketing association, direct mail, email, Northern
California, Bay Area, San Francisco, San Jose, Oakland, organization, association,
workshops, web, seminars, jobs, classes, resources">
```

The page on Membership is reached by clicking the link JOIN. Once there, you have various links to. Prominently displayed on the left-hand column is what I now recognize (🙄) as the Mission Statement what we will create for our the Business Plan.

Martha



03/10/2012 11:31:45 PM

Subject: Re:Wk 9: DMA-NC Luncheon Meeting 3/21

Johan Ruiz

I liked the page for one simple reason - its very focused. A visitor gets most of the questions answered on that one page. By providing well crafted presentation summaries and speaking to an audience it has identified ahead of time, the org's 'impactful' message. Although at first sight it appears long winded and wordy, the bullet points summarize the reasons



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03/13/2012 03:46:59 PM

Subject: Re:Wk 9: DMA-NC Luncheon Meeting 3/21

Mimi Will

Messages: 119
Location: Bay Area

MW: [Thanks for jumping in here, Martha and Johan -- your Discussion points for Wk 9 are updated and this thread is n](#)

Is anybody going to this? You can continue discussing here if you attend/write up some notes for us!

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