



# Dialoging for Growth

Strategy for effective Integrated  
Marketing Communications

presented by [viadocumentum.com](http://viadocumentum.com)

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## what is it that we exactly do

***A**n Integrated MarCom Consultancy with 15+ years' experience in integrated marketing for high technology companies like software, media, consumer durables, food and beverages, hospitality, imaging, optics and electronics.*

*We have produced web pages, direct mailers, articles, brochures, presentations, corporate films, newsletters and other marketing materials to generate sales leads and sell products and services to businesses.*

*We also are a business process re-engineering consultancy for companies looking at achieving targetted growth.*

*So what is it that we exactly do!*

*The possibilities are endless. Our integrated marketing communication model is without boundaries and tailored to address the goals of each client. The Integrated Marketing Services Model, is a tool that will help you recognise where your business stands from a marketing perspective.*

*Although the needs of different businesses are identical, successful marketing plans always ensure brand consistency throughout their elements.*

*From training to public relations to promotions to print, your business goals and brand identity are top priority. Just add our passion for unique ideas and unconventional solutions and watch your business grow.*

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what we can do for you

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There are no rules..." consulting responsibilities include:

- Marketing consulting and communication.
- Planning and supervising execution of marketing communications strategies and programs based upon a deep familiarity and understanding of the customers' products, markets and strategic goals.
- Consulting in brand promotions enabling sampling.
- Planning lead generation and communicating the development and implementation of marketing communications strategies for the key markets and businesses within the given RMC (Resource Monitoring and Control).
- Consulting in brand identity communication.
- Consulting for translating strategic plans into integrated MarCom activities with measurable objectives.
- Consulting in event conceptualization and management.
- Consulting, managing and overseeing project briefing and definition (tactical implementation) process.
- Consulting in consumer and or trade education and training.
- Ensuring delivery on agreed upon brief metrics.
- Consulting in consumer and or trade loyalty programmes.
- Overseeing MarCom management assignments.
- Consulting for integration and application of corporate brand strategy and marketing communications policy.
- Consulting in creative development of brand collateral, sales kits, etc.
- Consulting and participating in regular communications with the MarCom management lead and the local sales and business teams to ensure alignment and synergistic optimization.



*"It is not the strongest of organisations that survive, nor the most intelligent, but the most adaptable to change."*

CHARLES DARWIN (1809-1892)

## our story, our work, our passion

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**Y**ou're being asked to do more, you're being asked to do it with less. Today, marketing inevitably requires creative solutions that make the most of limited resources.

viadocumentum.com is a nimble work-shop that brings together diverse integrated marketing, communication experience to provide solutions to your communication challenges.

From brand strategy and identity design to web site development, audio-visual presentations, corporate image building, films and PR programs...

We offer a unique combination of communication and creative resources that can help both small and large organizations meet today's communication demands.

We're organized around a seasoned on project work-force of marketing and creative professionals bringing broad expertise together for diverse client needs.

Our processes are built around fundamentals that are designed to keep things simple and quick.

Our focus is communication and our passion is media -- print, visual, and internet.

Since 1993 we have combined the two -- communication and media -- to offer our clients unique and effective solutions to everyday communication challenges.

We have assembled an on-project team to meet the unique requirements of interactive media design and production, with expertise in the areas of interactive design, project management, software programming, graphic design and digital media production (video, audio and animation).

### THE ALLIANCES

A significant percentage of our business is performed behind-the-scenes through our strategic awareness relationships with:

- Advertising Agencies
- Video Production Companies
- Marketing and PR Firms
- Value-Added Resellers

### WE ALSO DO

We also provide services for retailers, manufacturers and service providers of food, beverages and hospitality industry.

"From idea to execution", we act as a one-stop shop for the food, beverages and hospitality industry to conduct various marketing and communication programmes. We provide a range of related services to corporate and individuals. Our vision is to act as a bridge between consumers, marketers and retailers of the industry, specifically food, beverages and hospitality industry.

Our websites, newsletters and monthly magazine are premier destinations for those who would like to stay ahead of the experience. The websites, the newsletters and the magazine also act as platforms for online client projects to support market our ground projects.

Want to know more! Call us or simply send a mail.



## why do we exist. the raison d'etre

Stiff competition in market place has forced marketers to adopt a number of different ways to keep their brand fresh in the public eye.

In such a scenario the only potential above the line advertising is to keep the client brand name and logo alive in the consumer mind and sometimes link the brand with a particular theme or property to achieve the necessary rub off. There is thus increasing pressure on below the line activities to take over the mantle of educating customers and communicating key messages.

Communications is after all about a brand experience - an activity that allows consumers to become immersed in the qualities of a brand, and renders them much more likely to embrace the brand values as their own.

This is where we come in as a facilitator in not only ideating a effective marketing cum communication program but also as a one stop shop in executing these programs for the client.

### SERVICES FOR MARKETERS

- Marketing consulting
- Brand promotions enabling sampling
- Brand identity communication
- Brand values / properties communication
- Event conceptualization and management
- Consumer / trade education
- Consumer / trade loyalty programmes
- Creative development of brand collateral, sales kits, etc.
- Design and copy
- Print and audio visual production
- Multimedia
- Brand property ideation and enablement

### FOR CONSUMERS

- Food, beverages and hospitality appreciation sessions
- Food, beverages and hospitality workshops
- Food, beverages and hospitality trail

### FOR CORPORATES

- Customer / employee events
- Employee cultural training workshops

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we have worked for

#### **FOOD, BEVERAGES AND HOSPITALITY INDUSTRY**

- ITPO Aahar (Delhi And Chennai)
- Marcus Evans - UK
- Le Cordon Bleu, France
- Mushal Winery, California
- Nimrana Hotels
- Shangrila World Wide
- Nirulas
- Amatraa Spa
- Holiday Inn, Manali
- Sola Topee
- Picca Delhi
- Asian Bottled Water Comission
- La Ferme Cheese
- Flanders Cheese
- Kodai Cheese
- Ice Boy
- Simonelli, Italy
- Zone, Solar Sales
- Haandi
- Washington Table Grapes Commission
- California Pistachio Board
- Turkish Hazelnut Board
- SUSTA
- SGS

#### **CORPORATES**

- Modi Luft
- Modi Hoover Ltd.
- SBEC India Pvt. Ltd.
- EDS India
- Unisphere
- Hewlett Packard India
- 2020 Media Pvt Ltd.

- Technecall Services Ltd.
- Gayatri Communication Ltd.
- Cytura Services Pvt Ltd.
- Nucleus Software Ltd.
- Premier Automobiles Ltd.
- Jasubhai Digital Media.
- Asian Consolidated Ltd.
- Bihar Sponge Iron Limited
- Sterling Tools Ltd.
- Spares India Ltd.
- Airtel
- Logwell Forge Ltd.

#### **ORGANISATIONS**

- INTACH
- Narmada Bachao Andolan
- Consumer Coordination Council
- Freidrich Naumann Stiftung
- Freidrich Egbert Stiftung
- Indo German Social Service Society
- UNICEF
- Research Foundation For Science Technology And Ecology
- World Wildlife Fund

#### **MEDIA**

- Washington Times Corp
- American Broadcasting Corp
- Granada TV
- Canal Plus Television
- 95 Degree West
- RTL Television
- East West Television Ltd.
- India News Television Ltd.
- Overdrive.

#### **PROJECTS WITH ALLIANCE PARTNERS**

- Star TV
- Mayar Finance Ltd
- Sivananda Pharmaceuticals
- Sanchayani Leo Computer
- Clinic 2000
- Ultrapure Technology & Appliances.
- Daaps Cryogenics Pvt. Ltd.
- Somany Pilkington's Ltd.
- Kribhco
- Sharda Group Of Institutes
- DDA
- Fertilizer Corporation Of India
- National Hydroelectric Power Corporation
- Indian Railways
- State Innovative Family Planning Agency (SIFSA), Lucknow.
- Himachal Pradesh Tourism
- UP Sugar Co-operative Sugar Factories
- Govt. of NCT Delhi
- Uttaranchal Tourism
- UP Tourism, Lucknow

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# Integrated Marketing Communications

why MarCom!

**N**owadays, products are bought, not sold. In other words, people are making buying decisions on their own—without a salesperson—based on their perceptions of the products they have to choose from.

## HOW EXACTLY DOES THIS WORK?

Through MarCom. MarCom has become synonymous with—if not a replacement for—marketing. That's because most markets today are overcrowded and over communicated. People are looking for a simple way to differentiate products when making a buying decision. Most often, they're relying on brand recognition.

In the buyer's mind, each brand stands for something. If it doesn't, it's a poorly executed or weak brand. When buying a car, for example, Mercedes stands for prestige. Volvo for safety. BMW for driving, as in "the ultimate driving machine."

If you want to stand out in a crowded market, you must simplify your buyers' perception of your product. You must develop and build a brand—a name that owns a single word in the mind of your market.

Do that, and over time, you'll find the brand is far more powerful than the product itself.

Contact us and discover how you can leverage the power of MarCom to

crank up revenues, increase market share, improve customer retention and remain top-of-mind in your market

## WHAT'S YOUR CUSTOMER SERVICE STRATEGY?

You need to be able to define yours in 21 words or less. The industrial age is long gone. In reality, India has developed as a service economy for some time now.

In fact, every successful company today is in the service business. Even manufacturing companies are trying to offer more "value-added services" to compete.

You're probably in the service business too. But how is your service different from and better than your competitors'? It's a crucial question you must answer to improve your marketable position in today's economy and to ensure that the people working for you reinforce your market position to customers every day.

Here's why you need a succinct and definitive customer service strategy—one that you can clearly communicate to your customers and employees alike.

## A. POSITIONING

Just like a product, you must position your service offering in the mind of your customer. That means identifying, stating and promoting how your service uniquely addresses a certain

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# Integrated Marketing Communications

the power of MarCom

market need or motivational factor.

## B. INTERNAL DIRECTION

A clearly stated service strategy lets your managers at all levels know what your business is about, what are its key operational priorities, and what they should be trying to accomplish.

## C. FRONTLINE FOLLOW THROUGH

Where service is most important—at the point of contact with the customer—a service strategy passed down by management helps your employees carry through your objectives.

We can help you to zero in on your marketable customer service strategy.

## LOCATING & LOCKING ON TO YOUR PROSPECTS

So you know they're out there. But where exactly? And who are they really? What are they thinking?

Pretty important questions when you want to grow your business. That's precisely why you should consider directly positioning your product, services, even if you don't sell direct.

The fact is, as the marketplace becomes more diverse and fragmented, and the buyer is becoming more selective, general mass-market advertising is becoming increasingly inefficient. The challenge of delivering the right message to the right people at the right time is greater than ever.

Overcoming that challenge requires

an integrated marketing communications program driven by a comprehensive customer database—the kind that can only be built through direct marketing.

## KEYS TO DIRECT POSITIONING

You can't drive up response rates without them. First, of course, for any direct positioning to work, there must be a need for the product or service you're offering. Furthermore, your market must perceive it to be of real value, whether it's something new and innovative or something that outshines the competition.

Given that, here are the top three countdowns of keys to direct marketing success.

### #3 - THE CREATIVE

Your direct response package must invite the recipient in, keep them involved and provoke them to act.

### #2 - THE OFFER

It takes a lot to overcome human inertia. Even if you have a product or service your market needs, and you present it to them with brilliant creative, you won't get them to act without a great offer.

### #1 - THE LIST

Simple. None of what's explained above means anything if you don't deliver your message to the right people.

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# Integrated Marketing Communications

building brands with MarCom

## AND REMEMBER

You must always test! Testing is the most fundamental discipline of all when it comes to direct marketing. It's a "discipline" because it may appear as a waste of money. But the most successful direct marketers will tell you from experience, if you don't test, you're doomed to waste a lot more money on what seemed to be a "can't miss" direct mail package. It's your turn to maximize the power of direct positioning.

So, how do you bridge the gap between sales and marketing?

## SIMPLE.

Just separate them. Ironically, when a company suffers from a sales and marketing disconnect, it's usually because its sales and marketing are too close together. So close, they're really one in the same, with the head of sales running both departments.

Typically, in a case like this, the company is going to operate with a sales-driven mentality that's all about adding new or expanding current accounts.

So what's wrong with that? Well, it's fundamentally a hamster-in-the-wheel business philosophy focused on meeting short-term objectives and quenching brush fires. In other words—it's about reacting to individual customer needs.

The more successful company anticipates and proactively responds to the overall market. It has a distinct marketing department—with its own manager—looking out beyond tomorrow's sales quota toward unfolding or potentially new market segments and demands.

Through research and testing—right down to the individual customer level—a marketing department can identify the aggregate market's growing needs, better enabling its company to truly differentiate its products from the competition.

Then, with such a long-term focus, this company can create the necessary step-by-step strategic marketing plan that provides sales with a road map by which it can focus its energies on achieving clearly defined sales goals.

It's a practice made perfect only when marketing—while closely allied with sales—operates on its own, with a marketing perspective.

To position your own comprehensive and carefully conceived marketing plan of your product, services, contact the MarCom and business development team at [viadocumentum.com](http://viadocumentum.com)

what word do you own in  
the mind of your market?

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