

# Marketing accountability: Increasing marketing effectiveness

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**STUDIO  
MODERNA**

# Studio Moderna history/ evolution



## The past...

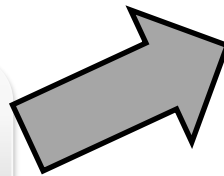
One Product Company  
1992



Distribution Company  
1996



BRAND  
2002



## The present....


Integrated multi-channel  
marketing model

# Company overview today – Multichannel strategy

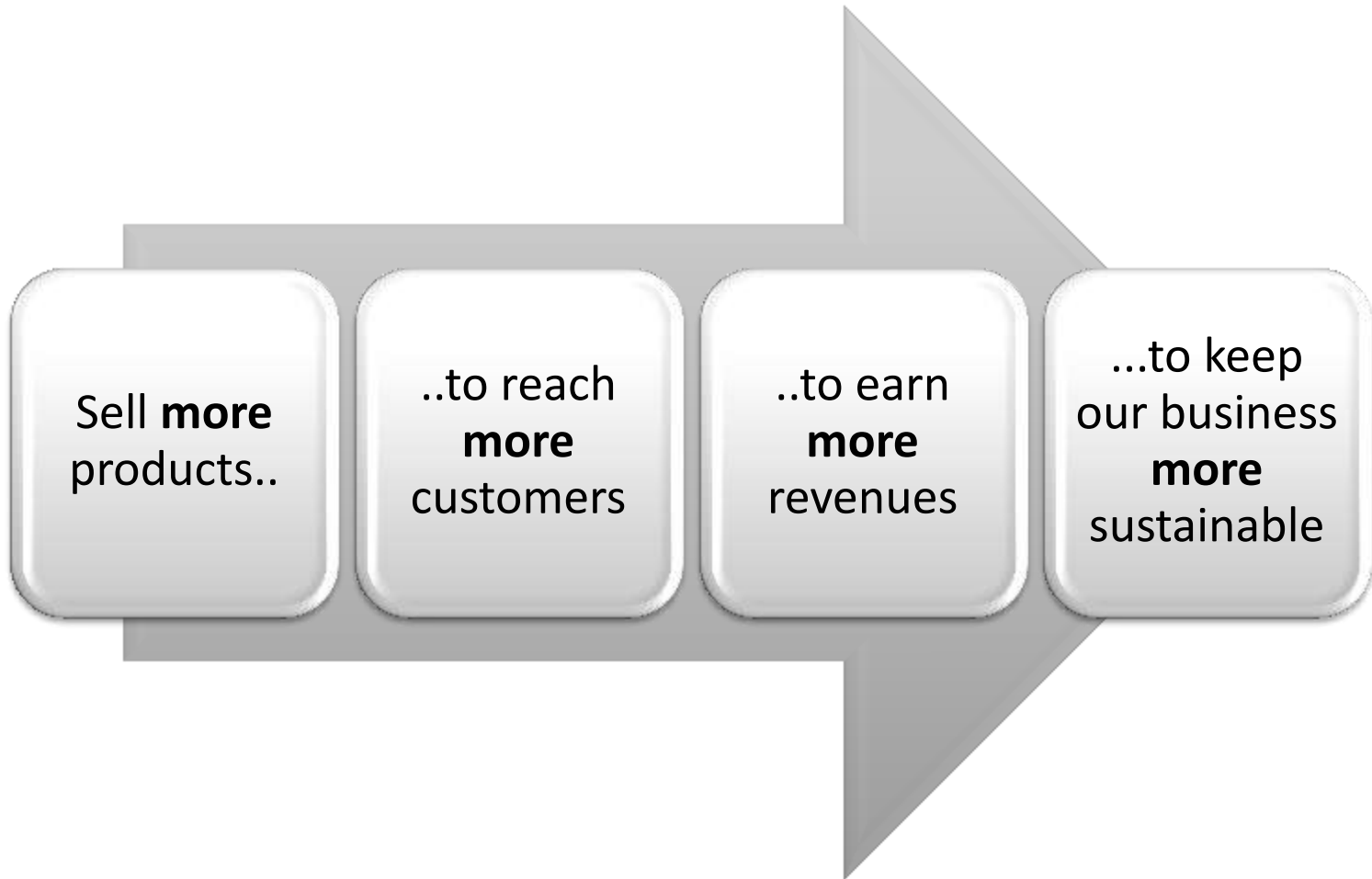


- **DRTV**- Infomercials and spots are present on 300 Tv channels and almost 300 hours per day
- **Homeshopping**- TV channels 24/7, 12 markets in 2011
- **Internet**- over 100 web sites, sending eDMs, e-zines, lead generation campaigns
- **Retail**- more than 100 shops in CEE region
- **Wholesale**- key account partners (Mercator, Baumax, InterSpar, Metro) and franchise system
- **Print sales**- newspapers, own catalogues, DM mailings, package inserts
- **Telemarketing**- inbound and outbond calls with direct sales (more than 50 milion calls/year)

# Why multichannel?

- 
- Supporting revenue growth
  - Customer acquisition
  - Increasing customer loyalty and repurchase rate
  - Point-of-difference (competition)
  - Improving products availability

# We do marketing because we want MORE...



# At Studio Moderna Marketing is NOT...



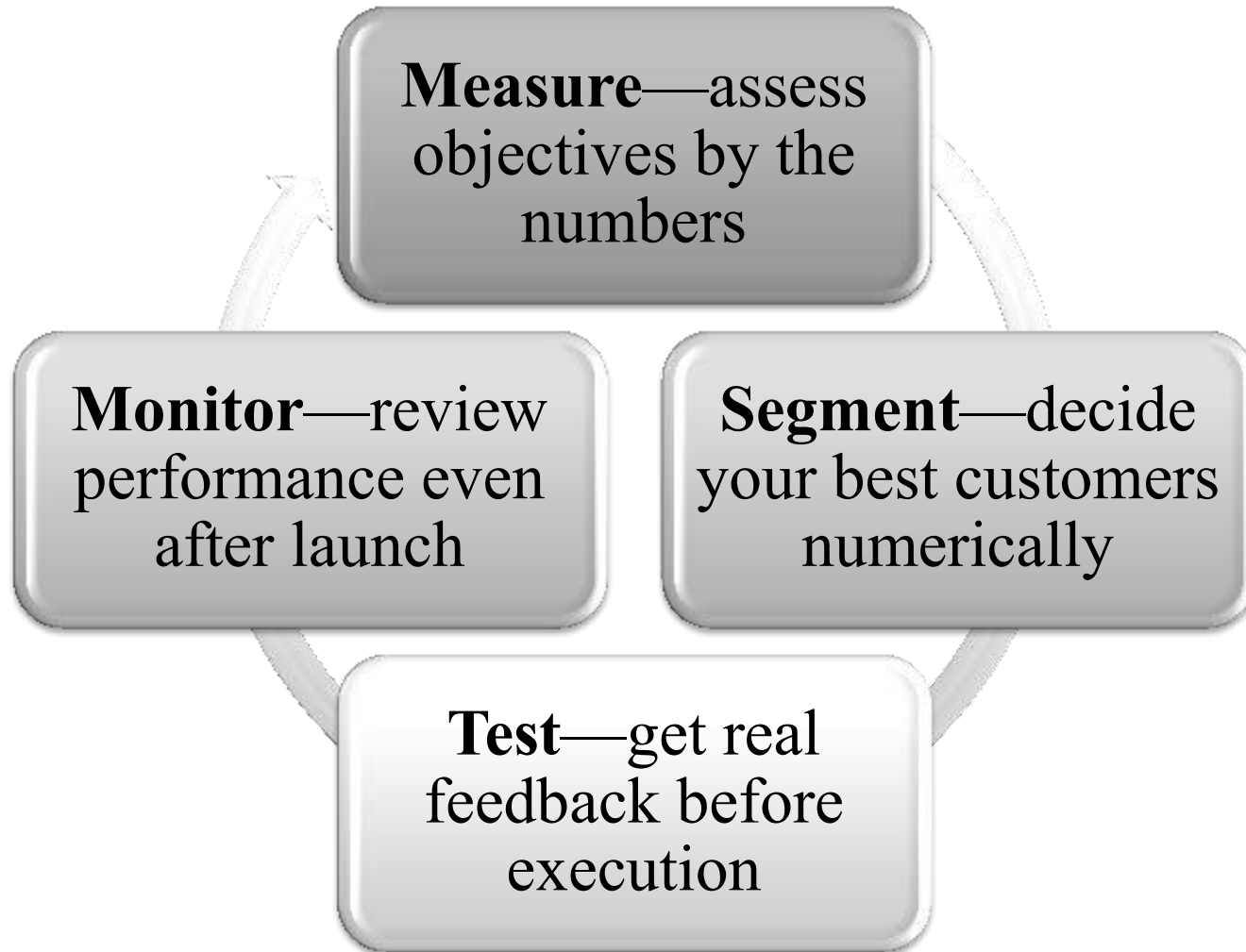
- ...just about increasing brand awareness
- ...just about creative solutions
- ...just about spraying & praying
- ...just about spending assigned budgets

# At Studio Moderna Marketing IS...



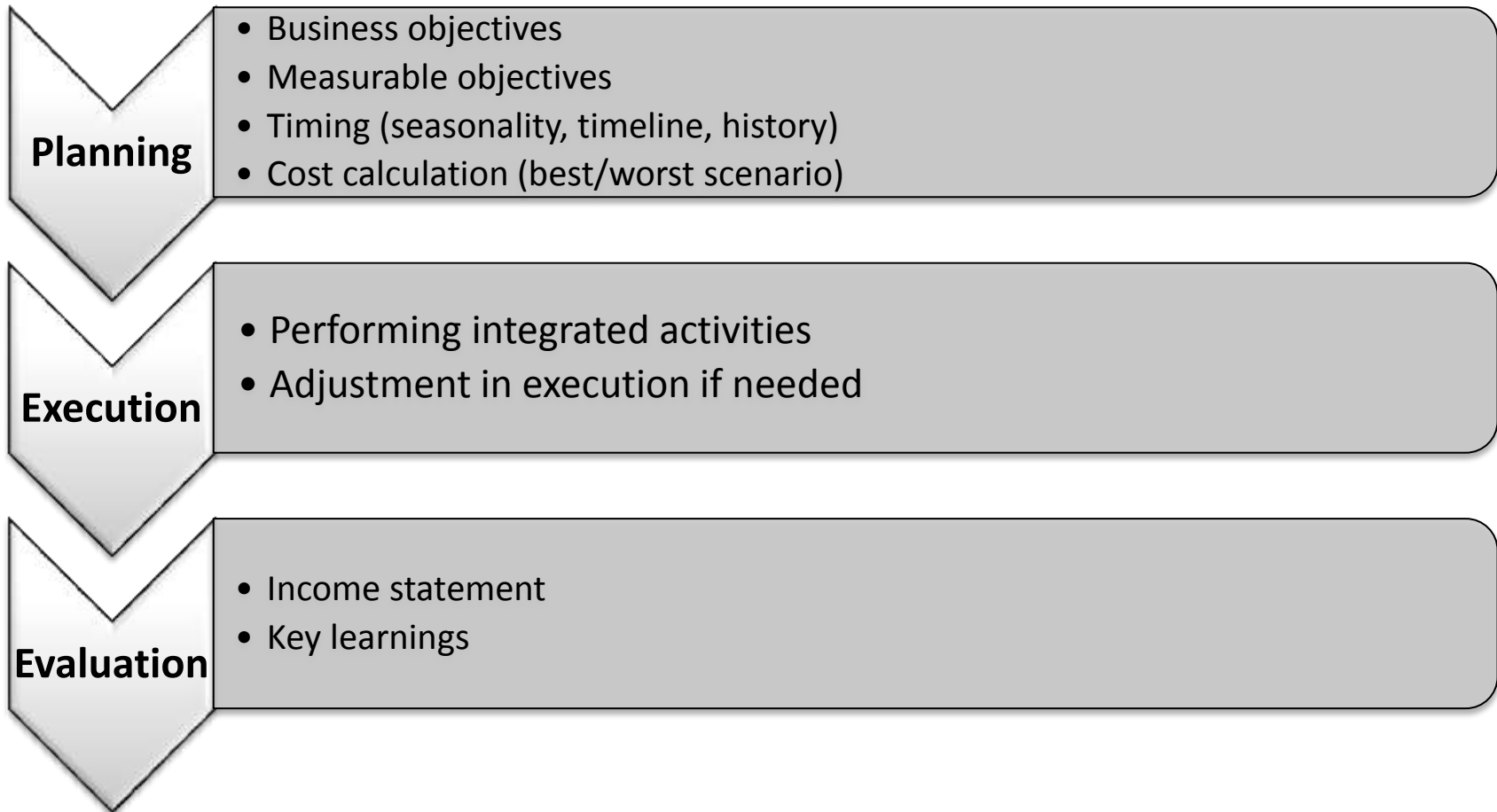
- ...about integrated marketing communication  
(360 degree approach)
- ...about customer interaction
- ...about increasing customer value
- ...about SALES

# Benefits and advantages



# Marketing as an effective tool

## Process of marketing activities at Studio Moderna



# Increasing customer value



- Customer commitment and engagement
- From prospect to advocate
- Importance of database mining (in order to target your customers/prospects with the right offer!)



**Important** note: Make it last beyond the honeymoon and you must avoid divorce!

# Not to forget....



- Connect with your customer and learn about their behaviour!
- Carefully plan and measure all of your activities!
- Sell more.....however, make your customer happy and loyal!
- MARKETING indeed equals sales!
- Treat MARKETING as a business and not just as a function!