



EXPANDED TRAINING OPTIONS FOR INTERNET, DIRECT and DATABASE MARKETING PROFESSIONALS

OVERVIEW

When you need critical skills to build your current capabilities or a productive way to sharpen your skills and stay current, RPM² provides you with a complete menu of training courses.

Our “Expanded Training Options” are not only comprehensive, they’re modular. This means you have total control of the curriculum subjects and can choose the kind of training you need, when you need it. Feel free to call us anytime and we’ll collaborate to make sure your custom course fits like a glove. And, as you’ll see from the “Course Options” listed on the next page, you can obtain training in virtually every aspect of internet, direct and database marketing in addition to data mining and modeling courses.

As part of the curriculum, all attendees will receive a detailed course manual, complete with references. In addition, we want you to receive the maximum benefit and we recognize there will be questions resulting from what you’ve learned. Therefore, every organization attending an Extended course will also receive up to two hours of free phone follow-up consultation and advisory as part of our service to you.

Your Training Also Includes a 100% RPM² Satisfaction Guarantee.

WHO WILL BENEFIT

- **MARKETING EXECUTIVES AND PRODUCT MANAGERS:** Anyone responsible for product marketing and direct sales channels, including Internet Marketing, Direct Mail, and Telemarketing
 - **QUANTITATIVE EXPERTS, RESEARCHERS AND ANALYSTS:** Statisticians, Modelers, Business Intelligence Analysts, Financial Analysts, Actuaries, Marketing Research Executives
 - **IT EXECUTIVES AND MANAGERS:** CIO’s, CTO’s, Decision Support Associates, Systems Analysts, Systems Developers, Project Leaders, DBA’s, Database Programmers
 - **PROFESSIONAL SERVICES AGENCIES:** Consultants, Account Executives, List Managers, List Brokers, Internet Marketing Agency Executives, Direct Marketing Agency Executives, Database Marketing Executives, Business Development Executives
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YOUR INSTRUCTOR



Scott Terry is a multi-talented industry veteran with 30 years of experience on both the client and services side of analytics, direct and database marketing. He's lived in your shoes and knows how to turn issues into opportunities.

His senior leadership experience includes serving as Vice President of Marketing for Home Shopping Network where he led its analytics, modeling, database marketing, and research teams. And he was the Leader of Corporate Marketing at Acxiom, Inc., a leading database marketing services company. Scott was also a pioneer of the frequency and database marketing industries with Holiday Inns. And as President of a direct marketing services company, he provided a full media complement of target marketing and modeling products to a base of over 33,000 agents and brokers in the insurance industry.

Scott’s entrepreneurial expertise has helped create and launch several successful businesses. Each became very profitable, multi-million dollar enterprises with one rapidly progressing from \$0 to \$30 million in sales by its second year of operation.

In addition, Scott is a career-long, highly-skilled quantitative and modeling expert who's also a gifted strategist with intuitively creative abilities. As a result, his work is award-winning and he has been an in-demand industry lecturer, teacher, and mentor throughout his career.



EXPANDED TRAINING COURSE OPTIONS FOR INTERNET, DIRECT and DATABASE MARKETING PROFESSIONALS

MARKETING

- The Essentials of Direct and Internet Marketing
- How to Create an Actionable “Business Opportunities and Threats Assessment”
- How to Create More Effective Marketing Plans
 - ▶ Annual/Strategic
 - ▶ Tactical/Campaign(Note: We Can Facilitate Your Marketing Planning Sessions)
- Optimizing Prospect Marketing
 - ▶ Methods and Channels
 - ▶ Offers, Creative/Copy, Timing, Targeting
 - ▶ Testing and Evaluation
 - ▶ Critical Process Strategies
- Creating Effective Relationship Marketing Programs
 - ▶ Prospecting / Lead Generation
 - ▶ Loyalty Marketing
 - ▶ Frequency Marketing
 - ▶ Effective Sales Promotion
 - ▶ Event/Trigger Marketing
 - ▶ Customer Service
 - ▶ Consumer Communications
- Understanding the Strengths, Weaknesses, and Complements of Multi-Channel Marketing
 - ▶ Internet Marketing
 - ▶ Email Marketing
 - ▶ Direct Mail
 - ▶ Telemarketing
 - ▶ Inserts
- Creating and Evaluating Effective Tests that Will Build Your Business
 - ▶ List
 - ▶ Targeted Consumer
 - ▶ Offer
 - ▶ Creative
 - ▶ Timing
 - ▶ Channel

DIRECT MARKETING FOR SMALL BUSINESSES

- The Fundamentals of Marketing
- Internet Marketing (Web and Email)
- Direct Mail
- Telemarketing
- Strategy and Planning
- Small Business Analytics
- Small Business Targeting (Lead Generation and Customers)

MARKETING MATH AND FINANCE

- How to Create a Marketing Budget
- Creating Marketing Pro Forma's to Evaluate Options and Sensitivities on an A-Priori Basis
- How to Develop a Breakeven Analysis
- Optimizing Direct Marketing (Gains Charts)
- Incremental/Impact Analysis
 - ▶ When It Applies and Why It's Important
 - ▶ How to Determine Incremental Behavior
 - ▶ How to Quantify Incremental Results
- Lifetime Value Analysis
- Channel Analysis and Valuation
- Segment Analysis and Valuation
- How to Determine Marketing ROI's
- How to Track and Evaluate Marketing Efforts

DATABASE MARKETING

- The Essentials of Database Marketing
- How to Build More Effective Marketing Databases
 - ▶ Application (Customer, Prospect, etc.)
 - ▶ Initial Development or Redevelopment(Note: We Can Facilitate Your Database Planning Sessions)
- Understanding Types of Data and Why it Matters
- Multi-Channel Data Collection and Integration
- Understanding and Leveraging Secondary Data
 - ▶ Compiled Data Sources
 - ▶ Geodemographics
 - ▶ Census Data
- Optimizing Postal Processing for Greater Reach and Savings
- List Hygiene: How to Make Your Data Work Harder for You
- Name/Address Matching Technologies
- Best Practice: How to “Score” Databases

DATA MINING AND MODELING METHODS

- Essential Statistics for Marketers
- How to Understand Consumers and Consumer Behavior
 - ▶ Exploratory Analytics
 - ▶ Knowledge Discovery in Databases (KDD)
- How to Create a Profile Analysis to Understand What's Behind Consumer Differences
- Tree (CHAID) Analysis for Segmentation and Knowledge Discovery
- RFM Segmentation Methodologies
- Regression Analysis
 - ▶ Linear Regression for Forecasting and Valuation
 - ▶ Logistic Regression for Predicting Behavior
- Cluster Analysis to Categorize and Understand Consumer Types
- Discriminant Analysis to Understand Consumer Differentiators
- Using Principle Component/Factor Analysis to Reduce Dimensionality and Use More Data Items
- Data Transformations that Will Improve Results
- Missing Value Analysis to Make Data More Useful
- Trading Area Analysis for Retail Locations
- Sampling Methods and How to Chose the Right One
- Enhancing Your Efforts via Marketing Research

ARTIFICIAL NEURAL NETWORKS AND ADVANCED DATA MINING METHODS

- Developing Artificial Neural Networks for:
 - ▶ Forecasting
 - ▶ Prediction
 - ▶ Classification
- Defining and Implementing a “Best Practice” Data Mining and Modeling Process for Your Business
- How to Create Additional Sales through Association (Market Basket) Analyses and Implementation
- Text and Web Mining for Tactical and Strategic Advantage
- Building Transportable Models: Predictive Modeling Markup Language (PMML)
- Methodologies that will Improve Model Accuracy and Stability