

NEWS & EVENTS

Gain more insight and make the most of your marketing investment with our webinar, **Analytics-Driven, Multi-Channel Campaign Management in the Online World**.

June 25, 2008
1PM EDT/10AM PDT

>> For more information
and to register.

NEW IN KNOWLEDGE

Check out the Knowledge page on quaero.com to read these newly added articles:

Marketing the Importance of Marketing to Sales Staff
by Naras Echambadi, Ph.D.

Customer Analytics: Maximizing the Lifetime Value of your Customer Segments
by Roman Lenzen

Marketing in a Tough Economy

By Niall Budds, *Vice President of Marketing Operations*

In these tough economic times, the pressure is greater than ever to wring every penny of value from marketing budgets. Marketers are shining a spotlight into every corner of their organizations, looking for efficiencies that will allow them to spend more time on the keys to success - strategy and planning - and less time on what is, too often, the hard labor of campaign execution.

Below are five key lessons we share with our clients to help them uncover and capitalize on marketing efficiency opportunities:

LESSON NUMBER 1: KEEP YOUR FRIENDS CLOSE AND YOUR CUSTOMERS CLOSER

Consolidate and deepen the customer relationships you have worked so hard to cultivate. Data-driven insights can help you succeed by revealing what customers care about and predicting what they will do.

As an example, we have been working with a large multi-brand retailer on deepening their customer relationships. The result? Increased cross-sell opportunities across brands and overall growth for the company.

LESSON NUMBER 2: MORE IS NOT ALWAYS BETTER

Make sure you don't fall into a "more is better" mindset, which can lead to an increasing number of campaigns that are not well aligned with your strategy or with your customers' concerns and priorities. Have a well-defined set of criteria for making investment decisions (either of dollars or resource time). That way, you'll know when it's right to spend more, and when it's not.

>> Read more

BCBSIL redefines
customer
relationships
and takes control.

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Take the first step today with our Marketing Assessment Survey Tool (MAST). Learn about improvement opportunities that may exist for your organization.

The first 50 people to take the MAST survey will receive a complimentary copy of **High-Performance Marketing: Bringing Method to the Madness of Marketing**.

>> Pass this offer to a colleague.

Redefining Relationships for Marketing Insight:

With Detailed Marketing Audit, Process Mapping and Process Definition, BCBSIL Consumer Markets has better control of their marketing with Quaero.

Blue Cross/Blue Shield of Illinois (BCBSIL) is the largest health insurance company in Illinois, providing more than 6.5 million members with cost-effective and comprehensive health plans. A division of Health Care Service Corporation (HCSC), Blue Cross and Blue Shield of Illinois prides itself on being a technologically innovative, efficient and responsive health insurance company providing its members with confidence, security, valuable health information, benefits summaries, claim status and provider information via secure online access.

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We think you'll find our hands on insight valuable to your marketing efforts. However, we understand that your time is limited. If you'd prefer not to receive Quaero's newsletter, you can opt out now [Unsubscribe](#)

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