STREAMLINED FIELD MARKETING PROCESS WITH AD AGENCY

CHALLENGE

BellSouth Advertising and Publishing Corporation (BAPCO) had nine Area Marketing Managers (AMM) that represented BellSouth's nine state region. AMMs were charged with negotiating barter deals with media companies to trade ad space in The Real Yellow Pages from BellSouth for ad space with other media partners (i.e. radio stations, television stations, outdoor companies, sports properties, etc.). To implement these barter deals, the AMMs needed branded and customized materials for local markets to provide to barter partners. These materials allowed for the insertion of directory specific preference, usage and possession numbers.

AMMs were given binders that stored all available advertising materials. To place an order, AMMs completed a form within Microsoft Word and emailed it to BAPCO Headquarters and the advertising agency of record for fulfillment. The printed binders were difficult and time consuming for headquarters to update. They worked well for ordering printed materials, but not for broadcast materials. The advertising agency had to invest incremental hours to fulfill orders because the binders were often incomplete.

ACTIONS

- Influenced marketing decision makers to invest in an online system to speed the ordering process.
- Developed a marketing brief with project objectives, system requirements and timelines.
- Engaged technology vendor to develop a web application to enable online orders of print and broadcast materials.
- Instructed technology vendor to build system, so that an order could not be placed if certain important fields were not completed.
- Developed web application that captured specifications for each media vehicle (print, outdoor, television, etc.).
- Updated advertising materials included in printed binder to allow for local market customization.
- Led advertising agency in categorizing and loading all relevant materials to web database.
- Developed presentation outlining features and benefits of new system and trained AMMs on use of system.

RESULTS

- Eliminated incomplete orders and decreased agency hours required to fulfill orders by 20%.
- Increased number of customizable ads by 20%.
- Tracked the number of barter deals implemented by AMMs to help field marketing department assess AMM barter performance.
- Tracked the number of orders for each ad enabling advertising team to focus efforts on enhancing frequently used materials, while eliminating infrequently used materials.
- Processed 300+ orders for advertising materials in 2005.