



RDC Marketing Best Practices

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StratEx, LLC



- Consultancy focused on aligning technology strategy and execution
- Business Strategy
 - Positioning
 - Alignment
 - Segmentation
 - Messaging
 - Global channels
- Business Process Improvement & Vendor Evaluation
 - Roadmap to Release Process
 - Solution Implementation Process
- Mergers and Acquisitions
 - Operational Due Diligence
 - Acquisition Integration
 - Business Brokering



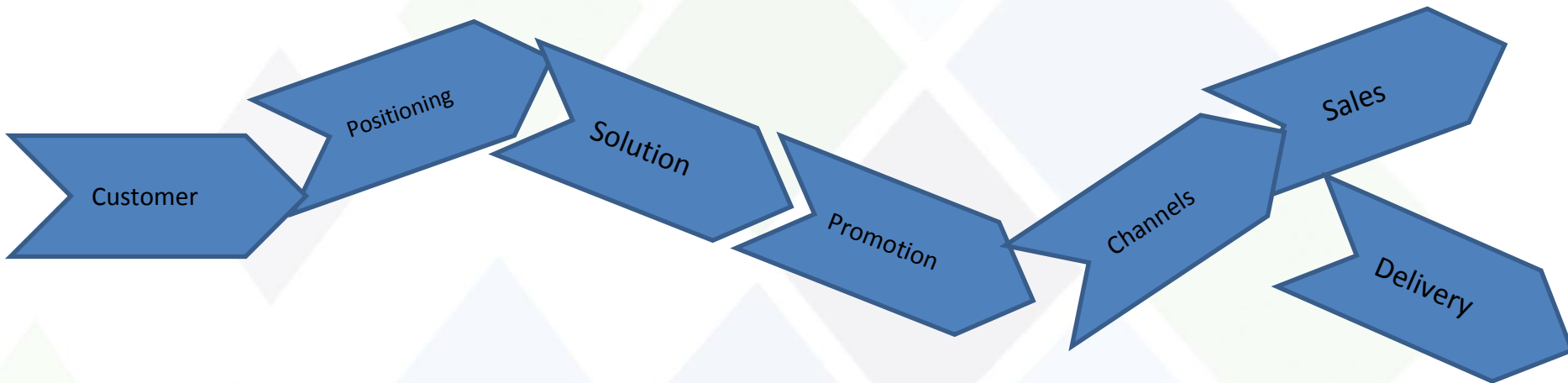
Marketing Level Set



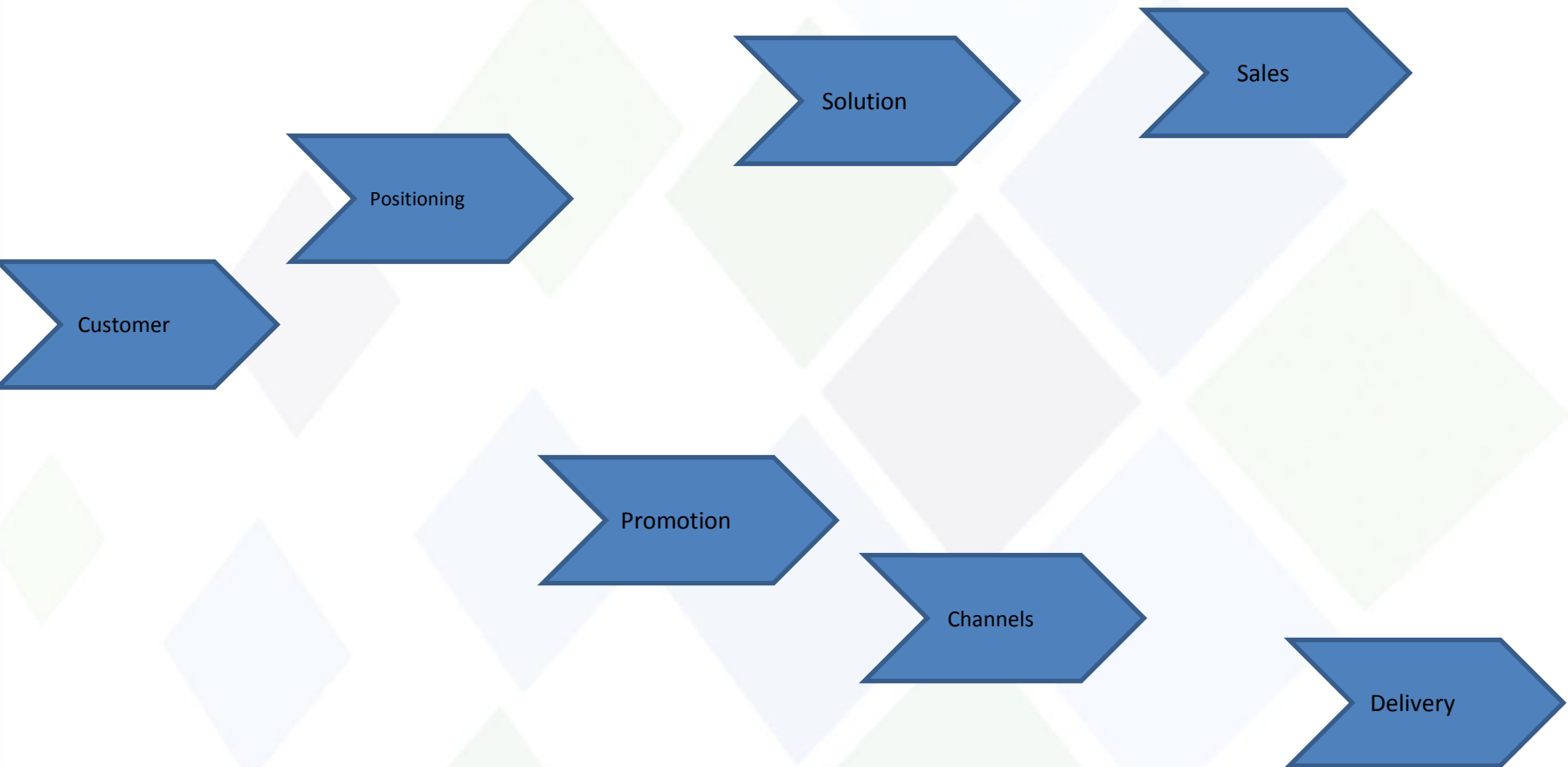
- Marketing is more than promotion and advertising
- Comprehensive definition of:
 - Customer
 - Positioning
 - Solution
 - Promotion
 - Distribution channels
 - Sales
 - Delivery and Support
- Imperative to ensure that all forces are aligned for maximum effect



What is Alignment?



What is Alignment?



Target Customer Definition



- Is your strategy acquisition or retention driven? Why?
- If retention, then which segments do you want to protect, and in what priority?
- Segment demographic information is there in your database- mine it!
- First cut may be demographic- size, account longevity, account balance, transaction volume, vertical, proximity to your branches
- Second cut may be need based- do not equate demographics with need
- If acquisition driven, is there a geography or demographic that you want to penetrate? Why?
- Gather as much information as you can on the target segment
- Before you go much further define at least four customer segments in priority order, and identify everything you know about them
- Granted things change due to the “fog of war”, but you need to give a game plan at the outset



Positioning



- Ask yourself what makes you unique? Why you?
- Gather as much information as you can on what the competition is doing
- Based on the two sources of information above, identify your USP. Are you
 - the low cost provider?
 - the easiest to do business with?
 - the industry specific provider?
 - the FI that provides earlier availability?
- Make the effort to get the positioning right!



Solution



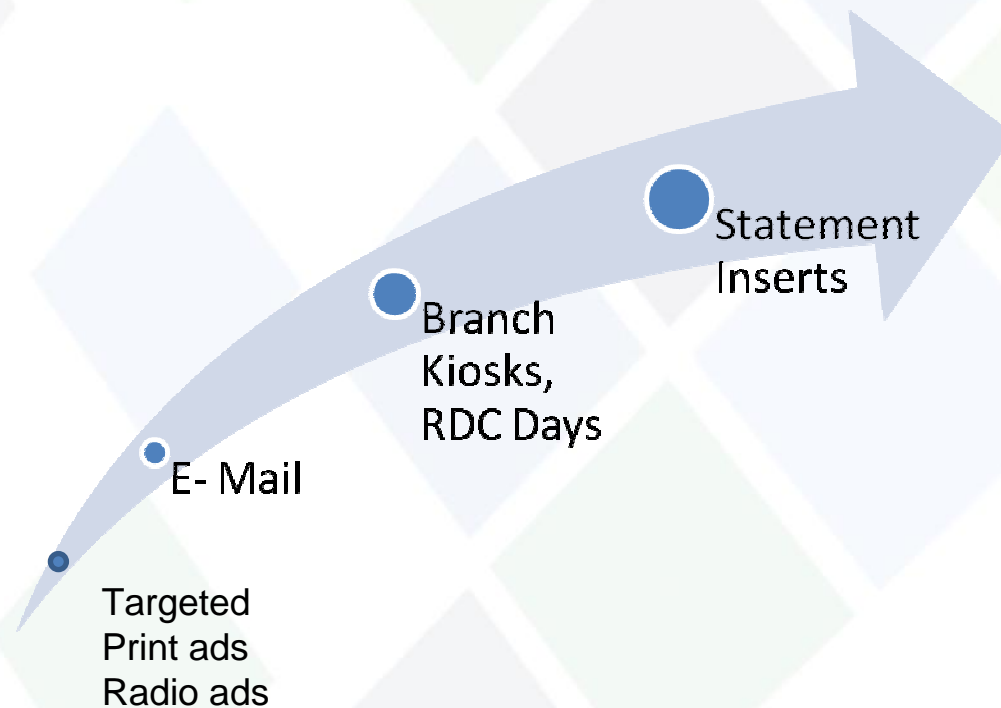
- You know your customer, and your positioning- now go get the best solution
- Small business versus large- web based versus smart/ thick client
- Remittance/ bill payment versus deposits- ACH conversion versus image
- Predominance of a single vertical market- specialized solutions or industry GUIs
- Remember your customers are not check operations experts



Promotion



- Target as finely as you can based on your customer definitions
- Messaging driven by your positioning



Promotion- Web 1.0 and 2.0



- Prominent web real estate
- Invest in Search Engine Optimization
- Easy to use online demos
- Customers are looking for solutions, not technology
 - Articles, papers on cash management
 - Blogs for frequent idea refresh
 - Twitter to stay in the game
- Public Relations- but get “ink” where the customers will see them, not in banking publications
- Cash management trade shows (selectively)



Distribution Channels



- Work out the ROI
 - Direct Sales Force
 - Independent Sales Organizations (ISOs)
 - E-Commerce
- Each channel has its own training, motivation, and support need
- The best channel mix depends on your target customer and your retention/ acquisition strategy



Sales



- **Customer incentives**
 - Bundles- software, hardware
 - Pricing- license, subscription, transaction fee
 - Rental programs
 - Trial and “test drive” programs
- **Sales force incentives**
 - Specialized commissions
 - Sales contests
 - Awards and recognition
 - Co-marketing for ISO channels
- **Sales tools- collateral, demos, sales aids**
- **Training, Training, Training**



Sales Tools to Consider



- ROI Models
- Case Studies
 - Why RDC? Why with you?
 - Video Studies (Web)
 - Written studies
- Sales Toolkit CDs, Online
- Demos (show the ease)- CD and Web



Delivery and Support



- Marketing succeeds only if the whole customer experience is positive!
- Product fulfillment including software, hardware and downloads
- Installation kit- should be a no-brainer
- Online help- anticipate the unexpected
- Call center help- do not launch until your staff are trained
- Pro-active preventive maintenance
- Replacement and upgrade process- keep it simple



For More Information....



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