
ROMAX

Finding a better way

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Three useful Tips to remember

Planning a campaign

One

Focus on the outcome

What do you want the campaign to deliver? It's easy to get side-tracked by creating the artwork, getting the data sorted and all kinds of other things. But first and foremost it's important to have a clear focus - that will make everything else much easier.

If everyone involved knows what the campaign aims to achieve - they'll deliver the results you want.

Two

Get your message across

What will capture the reader's attention?

Who are you talking to?

What's important to them?

Does the message target 'pain' and 'gain'?

Is there a clear call to action, including the relevant contact info?

Three

Get your audience ready

Every campaign will have a target audience. Ensuring that your audience are the right people will improve the results you get from your campaign.

There are two aspects to this:

Cleaning your data to ensure you're not wasting money sending mail to old addresses, duplicate addresses or people who are no longer relevant.

Enhancing your existing data to ensure that your audience meets all your 'ideal' criteria.

This means you'll send fewer messages - but get more engagement.

Saving costs while increasing engagement

If your target audience is highly mobile, or frequently changing addresses, it can be difficult to keep your direct mail campaigns well-targeted. But there are ways to clean up your data regularly to improve the accuracy and effectiveness of your campaigns.

Case study

SHEIN is an international B2C fashion e-commerce company, selling women's wear, plus some men's apparel, children's clothes, accessories, shoes, bags and other fashion items.

They have a predominantly young, female audience and use a combination of online marketing and direct mail. Compliance requires that, before any data is used, a detailed cleansing process takes place.

With a large customer base of students and transient workers who move home more frequently, their data needs constant monitoring and updating to be relevant and accurate.

With tens of thousands of catalogues being printed and posted, accuracy of data means fewer incorrect deliveries and fewer need to be printed.

Results!

On average approximately 6%-10% of the data requires updating – this is in line with the UK market – particularly for the more transient younger market that SHEIN attracts.

Each mailing cleansed removes 6000-8000 records per 100,000 mailed, saving paper as well as costs.

On average the cost saving is approximately 32p per cleansed record.

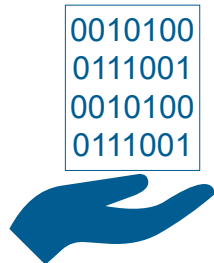
What SHEIN told us:

“ Since we used Data Audit, we have been able to detect the customer's correct address, reducing the number of incorrect deliveries and shortening the time for express delivery. This helps our customers enjoy a better service.

There was a customer who entered the zip code incorrectly. After the Data Audit, we corrected the customer's recipient address so that she received the package smoothly. ”

Get a free data audit, contact us today at hello@romax.co.uk or call 020 8293 8550

How it works:



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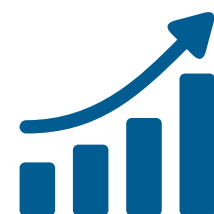


You provide us with the data...



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...we analyse and clean the data...



...the message reaches your target audience, helping you make savings across your campaign.

Minimising our carbon footprint

Romax likes to be a leader when it comes to sustainability, we're always looking for ways to be proactive. Every decision we make considers the environmental impact of that action. We are ISO 14001 accredited, but it's much more than a tick box exercise, sustainability awareness runs through everything we do.

These are just a few of our plans for 2020:

- Install a charge point for electric vehicles.
- Reduce and eradicate all polythene from our business by working with customers to achieve that.
- Use electricity from renewable sources wherever possible.
- Work hard to reduce our carbon footprint by purchasing land to plant trees in the UK.
- Become a Carbon Balanced Printer – That covers not just the paper but our manufacturing process too.
- By becoming a Carbon Balanced Printer, we can provide you with a Carbon Balanced Publication logo that we can print on your work. Your customers will know that the collateral they receive is Carbon balanced too.

Print isn't as 'eco-negative' as many people think. Scientific research* comparing print with online activities in terms of environmental impact show that, if anything, print is actually marginally more



environmentally friendly. All that information stored in the Cloud is on huge servers, that suck up energy to store pictures of someone smiling on Facebook! Huge environmental impact comes from the electrical components in batteries and electronic waste.

We know our clients' budgets are often driven by cost saving and, currently, biodegradable polythene and compostable plastic cards have extra costs attached. We invite you to meet us halfway and invest in sustainability by being willing to pay that small addition until, as an industry, we get to the tipping point and everyone is environmentally astute and costs are reduced.

If you come to visit us you'll notice unused computers are off and we turn off the lights as we leave a room unoccupied. Sustainable thinking is just 'the way we do things here'.

*Source: Two Sides

What are your plans when it comes to sustainability?



Scan the QR code and share with us your sustainability strategies, or contact us for advise on moving towards more sustainable communications at: hello@romax.co.uk or 020 8293 8550.

Encourage your members to renew

Retaining members is one of the key issues for any organisations with a membership programme. Getting new members is great, but not if existing members are not renewing.



People only renew when there's a good reason for doing so. Receiving generic material isn't enough - to keep people engaged, you need personalised material that addresses each individual's likes, preferences, attendance or buying patterns.

This may sound time consuming and maybe an overwhelming task - but it doesn't have to be.

Predictive analytics

Using the data in your member database, predictive analytics can generate behaviour patterns and predict activity, trends and more.

You can use your previous year's renewal data to focus on those people who are most likely to renew and make sure your efforts are aimed at the right people.

You can also use predictive analytics for competitive analysis to give you a market edge.

Communication strategy

How do your members prefer to receive communications? A combination of email, direct mail and phone can be very effective. If your data identifies members' preferred means of communication, **your message can be personally targeted.**

Incentives

Could you offer incentives for early or on-time renewals - maybe a discounted renewal price or the offer of an instalment plan. It may be possible to work with partners to create a rewards system.

Tailoring the incentive to each member will improve renewals - if your data is up-to-date.

All these options are possible, and are services we can provide, if you want to keep your members for longer without spending your team's valuable time manually processing and checking data.





Supporting our community

It seems a long time since Christmas, but it's such a great time of year, everyone smiles more and seems happier. However, we know that there are many people for whom Christmas can be pretty dismal - particularly those who are homeless.

We've supported Porchlight throughout 2019 and will continue to do so - and our last event of 2019 was our Christmas jumper day. For every member of the team who came to work in a Christmas jumper on 19 December we donated £5 to Porchlight to help those who needed support over Christmas - and then topped it up by a further £500.

During 2019 our charity activities generated close to £5,000 for Porchlight and we're already talking about this year's plans for fundraising activities throughout the year.

This year we will also continue to support Canterbury Pride. In last year's data, police recorded 11,600 LGBT hate crimes, more than double that from the previous period which was 4,600. Currently, in 72 countries and territories worldwide, same-sex relationships are considered as a crime, while in eight other countries homosexuality can result in a death penalty. For this reason, we believe it is vital to support the LGBTQ community and raise awareness through such events as Canterbury Pride.





Malcolm Saunders

Job Role: Document Setting & Print Operative

Age: In his 40s.....just!

Length of Service: 5 years

Key Role:

Malcolm's main role is to work within the pre-press department using InDesign to set and prepare client artwork and documents so that they 'work' in a multi-layered variable print process. Like all employees at Romax, Malcolm has a wide range of skills and is also a trained digital press operator amongst other things.

Why is Malcolm a Super-Hero?

No request is too much of a problem for Malcolm, as well as doing his "day job", Malcolm also adds his considerable skills in the design studio. Working on client projects in an artworker capacity. Making changes for clients here at Romax, rather than delaying the job by having to revert any changes back to the originating client designer.

Watching Malcolm work on InDesign compares to a virtuoso pianist playing their respective keyboards, both artists in their own right!

Special Power: Any unique skill?

Malcolm is a problem solver, always looking for better ways to complete a task, he thinks around an issue and finds improvements and makes suggestions on how to streamline a process or find a solution to a problem that may have others stumped. This willingness to approach things head-on is to be respected.

Why else does Malcolm stand out?

As well as completing all of the above, Malcolm also volunteers to help with some elements of our marketing. He runs our Instagram account, regularly adding interesting Romax related images for the wider world to enjoy (see details below). He also has a very good imagination and is a talented creative. Malcolm has been instrumental in helping the marketing team create exciting and engaging campaigns over recent years that all our customers will have enjoyed.

What the Boss says:

We are very lucky to have such an excellent team at Romax, and Malcolm is a leading example. Working alongside Malcolm is a pleasure, and he is well respected by all. As an active individual, Malcolm adds great value to everything he takes part in from the Snowdonia Challenge to his fitness regime, he is a great example to us all. Well Done!

Are you following Romax on Instagram?

Scan the QR code below:



@romaxmarketing



ROMAX



Organisations are wasting resources by not being smart enough with data.

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Romax solves problems, always looking for better ways to do things, actively striving to deliver excellence.

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