



GDPR Live Webinar

GDPR for Marketing Professionals

Continuing our highly successful series of webinars, Romax Marketing will be offering Marketing Professionals the opportunity to get a full and practical insight into what **GDPR** means to the future of marketing.

The Webinar will cover:

- The 5 Key principles of marketing
- Why GDPR is being introduced and its scope
- Accountability and Data Security
- Legitimate Interest
- What constitutes 'Consent'
- What is a Data Breach and what must be done following a breach
- The data subjects rights
- Profiling and the GDPR.

GDPR as a topic can leave you at best feeling drained so our Webinar Content will be presented in an easy to absorb format, specifically focussed on GDPR in a marketing role.

Who should attend:

- Any Marketing Professional
- Directors needing reassurance that their organisation is ready for GDPR
- Data Professionals.

14th March | 1pm GMT
Register now



Host: Robin Sumner
Managing Director - Romax

Webinar: GDPR for Marketing Professionals

When: Wednesday 14th March 2018

Time: 1 pm GMT

Registration link: <https://romax.co.uk/webinarGDPR/>

Contact: marketing@romax.co.uk +44 (0) 20 8293 8550

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Marketing & Distribution

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Roll fold, A4, printed digitally
on a Xerox iGen 150, Novatech
130gsm silk paper.
Printed by Romax in Greenwich,
London, UK.

Join our GDPR Live Webinar, 14th March

How a membership programme increases loyalty and renewals

What impact will GDPR have on SME's

This month

ROMAX
Marketing & Distribution

Issue 3



Join our
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What is GDPR?

Essentially it is a complete update of existing EU data protection laws. The updates are needed because the way data is gathered, stored and used has changed dramatically since the 1995 EU Data Protection Directive. The new legislation aims to make personal data more secure in the face of rising cyber-crime. It also gives people more power to control their own data.

What impact will it have on SMEs?

Small businesses that gather, process and store personal data will need to audit their existing framework and make changes where necessary. For instance, if a business relies on computer networks and digital storage, it will need to make sure it has taken strong measures to prevent data breaches; this could mean investing in better cyber-security solutions, training staff to be more web-savvy, and implementing policies that aim to stop leaks from within the organisation. Because of the right to access subject – which gives consumers greater power to access their stored data – SMEs may face additional costs.

What are the consequences of not adhering to GDPR?

Businesses, regardless of their size, face fines of 2-4% of their annual turnover or €10-20 million (whichever is greater). It's been reported, however, that regulators have more discretion when punishing SMEs. So depending on the severity of the situation, SMEs may be treated more leniently. However, it's not yet clear how much discretion they really have. Besides monetary penalisation, businesses face huge reputational damage for falling foul of GDPR.

What impact will GDPR have on SME's

General Data Protection Regulation (GDPR) is nearly upon us, and SMEs need to be prepared. So let's take a look at what it is, the way it will affect businesses and what you can do to mitigate the risks.

By Robin Sumner, Managing Director.

What can SMEs do in preparation for GDPR?

The most important thing is to read through all GDPR chapters, articles and recitals and familiarise yourself with the law. Once you have a clear idea of GDPR requirements, you can then audit your business and make changes as per the directives. Document each and every step you take – so if a breach does happen, you'll have evidence that demonstrates your compliance. To help you get started, the Information Commissioner's Office (ICO) has put together a useful 12 Step Fact Sheet. If there's anything you're unsure about, always seek professional advice.

How will it affect consumers?

Because of active consent, consumers won't be tricked into giving permission to share personal data. The right to access subject gives consumers more power to request their data without incurring costs. Similarly, GDPR means that businesses will have to clearly inform consumers

about their right to object, which is the right to prevent organisations collecting a consumer's personal data. Overall, it gives consumers a clearer picture of where they stand and gives them more control over their personal data.

What impact will it have on SME marketing?

Small businesses will need to make sure they collect and process data in the right way. This means being clear about consent and the consumer's rights.

Robin Sumner, Managing director at Romax Marketing, advises: 'From the beginning, you need to get it spot on – so the first step is to audit your data processing policy and get it in line. You need to create a process that factors in the new requirements so that it flows out from the strategic level into every aspect of your marketing communication. In other words, it needs to be embedded into your organisation so that it becomes integral to operations.'

How a Membership Programme increases loyalty and renewals

By Nilda Cerna, Marketing Manager.



Are you looking for new ways to convert and reactivate new and old customers? The answer is most likely yes, who doesn't want to reduce the time spent on converting a new client, whilst increasing the number of membership renewals?

As a marketer, are you wondering how to increase your member loyalty, upgrade their status, increase their use of your services, convert them into an ambassador of your brand and increase the likelihood of them renewing without having to chase them. The answer to your dilemma is a fully interactive Membership Programme.

What is a Membership Programme – MP?

A membership programme is an excellent way to find new customers and retain current. The status of a member through a subscription, which can be paid or unpaid subject to your chosen model.

The organisations and companies who are likely to implement a Membership Programme are those who provide a permanent advantage or privilege reflected in special services, products or give beneficial access to their installations or activities.

Art organisations, such as Southbank Centre and V&A Museum, are using their MP successfully as an important way to acquire and retain members. However, such programmes are applicable to a wide range of organisations who offer permanent services associated to a monthly or annual fee, such as professional organisations, charities, leisure centres, gyms, insurance companies, who also refer to their customers as members, because they received a welcome pack detailing services according to the plan selected.

You are not a customer with American Express – or the Automobile Association,

you are a 'Member Since', this differential instils a belonging amongst its 'customers' inferring membership as a privilege, not a business transaction.

What Constitutes Membership Communication?

A membership communication is a series of useful and personalised communications, across all media both printed and electronic, to your members aimed at increasing your brand recognition, customer engagement with your product, services as well as a brand.

There are multiple options and the frequency that you communicate will depend on the services schedule and promotions that you have in a certain period. However, there are some 'must have' communications that should be considered to keep your brand front of mind and push the first purchase or user interaction. Regular printed and digital communication are needed.

How often do you have to send them?

It will depend on your offer and your capacities of managing the material either internally or with a direct marketing partner and marketing agency. At Romax Marketing, we review the stage of your business, the offers and services that you provide, the type and expectation of your market and of course your budget, then make best practice and practical advice on how to leverage that to your best advantage.

What kind of information do I have to send?

1. Welcome Pack

Every time a new client or member comes along, sending a welcome pack is strongly recommended, this must include:

- Personalised welcome letter and thanks
- Personalised member card or at least a list of member/customer benefits and how to access them
- Call to action. Such as the current offer activities, a discount coupon or code if you are selling products or services.
- Where best to find you – the local branches – events in the members geographical area.

Additionally, you can include in the welcome pack your latest magazine issue and other marketing collateral. London Zoo's welcome pack includes a member

card, welcome letter, a member's seasonal guide, activities book, a height record chart, some badges with animal's pictures which are very popular with children and popular discount offers.

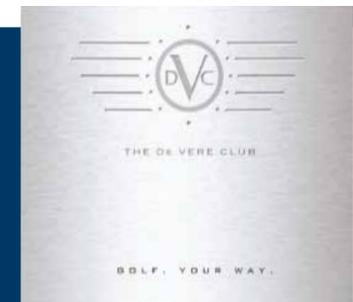
2. Activities Programme

The best way to encourage customers and members to join in your activities are by sending them targeted content. Most membership organisations segment their members according to their status.

For example, the V&A museum has four membership types: Standard, Under 26, Contributing and Patrons. All of them have access to all their collections, but the Patrons have private events which include visiting the studios of Sir Antony Gormley OBE for example or invitations to the annual dinner. For this reason, the V&A museum sends a targeted communication to their members, which have different text and different images to reflect the membership and drive engagement suited to the member type.

3. Newsletter, Catalogue or Magazine

Providing members with useful information that they can read and keep for a long time is another way to build your brand and increase engagement. The options are varied, a smart A4 bi-fold newsletter, just like the one you're reading sent quarterly or a more elaborate magazine. You can also send them catalogues if you have a service or products to offer that hold variable content directed to the individual recipient. Remember that 63% of people prefer to read brochures and catalogues in printed format, source: It's all about Mail and Email, Royal Mail MarketReach, 2014.



4. Unexpected Content

To stand out from the crowd, your content must be innovative. When you receive something unexpected or different, it grabs the attention and reinforces your brand recall. Including an insert in your regular communication is a low-cost option. Romax, for example, includes such items as a guide to Paper and Envelope Dimensions or a Marketing 'Key Dates' Calendar, to act as a reminder to you for the whole year. Unexpected content, or the design portraying your offer, when thought through is not cost prohibitive. Imagination and clever use of data to drive your message correctly will pay dividends.

5. Renewal Letter

This is probably 'THE' key communication for any organisation seeking to improve or start a member benefits programme. It's the way to portray your organisation, its activities and promote member loyalty. Giving them multiple options on how and when to renew their membership is essential. Nowadays, any payment is the best payment, printed forms and timely reminders will create action from your member and help you to accelerate the renewal process. Did you know that 92% of people went to online as a result of receiving Direct Mail?

Southbank Centre Membership send a designated sequence of letters around the renewal process which drives membership and increases retention.

Sending a renewal communication also gives you the opportunity to present other plan options and recommend upgrades, both, for the membership plan

and to increase the number of members. In one year a lot of things can happen!

How Do I Send Membership Communications?

Sending your offer by email is cheaper, but remember that 70% of people say, "I feel that I receive too many emails" and 51% of the emails are deleted within two seconds. Moreover, if you want to impact on your members, you need to send them a targeted printed communication. Brands that communicate through print are perceived as higher quality, with increased brand trust.

You can manage your own "printing" in situ or you can outsource this job to companies as Romax Marketing to improve your user experience, reduce turnaround, save on print costs and reduce postage expense.

Remember: High Quality is an Investment, Not a Cost

How you portray your organisation is an important part of your brand. A study realised by Sappi, shows that when people assess brands purely on the way they were being promoted (high quality versus cheaper uncoated paper and online), they found they were three times more likely to recall the name of the brand which had a high-quality and coated paper and was more impressed by that company. A high-quality welcome pack can make a massive difference in the perception and offers associated with your brand.

emotion and status that come with a real golf club membership.

Case Study – De Vere Hotels Membership

De Vere is a collection of modern, country estate hotels with mansion houses at their heart, mixing leisure with marketing-leading conference facilities.

They set the challenge of launching "De Vere Golf Points", a loyalty programme, with the goal to recruit 3,5K infrequent golfer to use their 16 courses.

The research showed that the target audience wouldn't be engaged by something called Golf Points. Insight showed the target was a real golfer who wanted all the benefits, heritage, style,

The solution was a new brand, look and feel based on a far more aspirational name was created: The De Vere Club. A stylish and elegant "Golf your Way" campaign was launched with a promise to "change the way you play golf forever."

The results on the first six months were:

- 700 full cost memberships sold – worth up to £2,500 pa.
- 3,220 De Vere Club memberships were sold across 22 sites
- Golf membership has grown by 130%.
- Source: DMA