



Be a Hunter, Not a Trapper Using Catalogues

I am going to speak up for the catalogue's place in your marketing mix. It is a marketing vehicle pure and simple. It has other qualities though. It is entirely portable, can be read anywhere, requires no power source and certainly needs no Wi-Fi connection.

It is also the only truly intrusive medium that you have and this is one of the major qualities that distinguishes it from all the other weapons in your marketing armoury.

Just about every other method of marketing requires the consumer to take some form of action before you can sell to them. Today the customer's reflex is to go online to research their purchases. And this is where the trapping comes in. There are relatively few ways they are going to find you - Adwords, Google Shopping and SEO and variations thereof. All of which are passive as, until the consumer pops a request into a search box, they do not appear. If you are not on top of your game in these, you will not get found. When you do get found your new customer may just take in the single product they searched for and leave your site.

If you sell a product that they don't know exists yet you just won't get found.

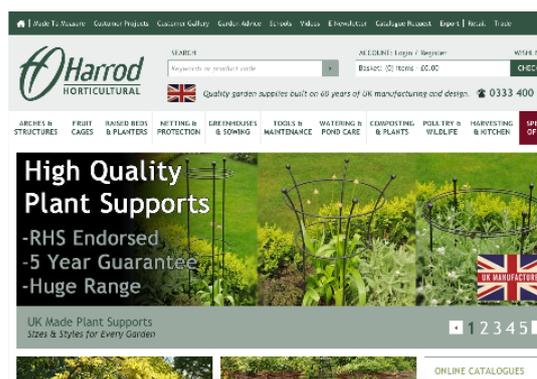
And this is where the catalogue comes in. You can mail prospective customers with your full range of products both new and old. You can show them all the other products in your range that they have not seen online too. What's more, you will do it in a fashion that will show off your history, expertise and authority in the market and build your brand.

A catalogue puts you in control. You control who sees it, where they see it, what they see and when they see it. In short, it turns you from a trapper into a hunter.

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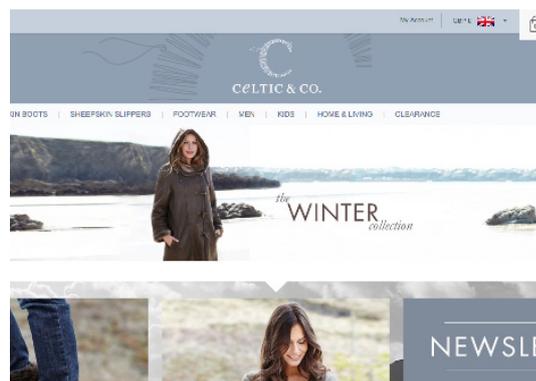
How MNP's Clients use Catalogues

Harrod Horticultural

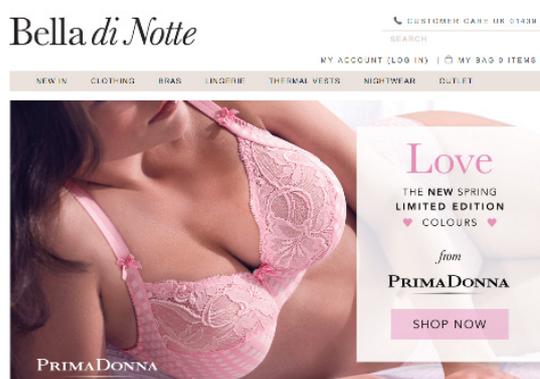


“Catalogues are an integral part of the Harrod Horticultural customer communication mix, providing a joined up strategy with our email program. Our customers want inspiration for the garden and the catalogue format truly optimises the presentation of our proposition, gives a different browsing experience and something to hold onto. They continue to play an important role in the purchasing decision process and are proven to drive substantial high converting website traffic for us. The bottom line is that catalogues still generate profitable sales so until this changes they are here to stay in our marketing plan.” *Jon Couch, Director of Marketing, Harrod Horticultural.*

“Celtic & Co is a direct to consumer fashion brand that has been built almost entirely on catalogue marketing. We still mail up to 2 million catalogues a year and although 70% of our orders are taken online, they are still driven predominantly from the catalogue mailings. As an acquisition tool it is our most successful way to reach new customers, providing the best lifetime profitability for investment spent in that channel. Catalogues allow us to really display our products and brand well, giving us the space to showcase our brand to our existing customers and new recipients, in their own home and in their own time. Our customers repeatedly tell us how they keep hold of them, allowing us to stay in their home and in front of their mind for weeks rather than just minutes.” *Emily Bates, Managing Director, Celtic & Co.*



Bella di Notte



“Bella di Notte has been a mail order business for over 16 years and currently uses a monthly 68 page catalogue to drive sales to their customer care team, in store and online. Vital to their on line success they see 50% of their monthly sales collected within 10 days of the catalogue landing. Working to strict budgets on catalogue creative, pack cost and Royal Mail they produce distribute over 1 million catalogues a year to drive recruitment and maintain existing customer sales. Having analysed downstream customer performance Bella di Notte found that the customer recruited from the catalogue is more loyal and repurchases more readily than the web.” *Susan Johnson, Founder, Bella di Notte.*

Christopher Ward

“The quarterly Christopher Ward lifestyle magazine keeps owners of our watches connected to the brand until they, hopefully purchase again, as well as offering prospective owners an insight into the brand before they commit to buying. The production values are very high - we aim to be on par with a broadsheet Sunday magazine - and although only a fifth of every issue is Christopher Ward related and the rest covers everything from sport, culture and business stories et al, our responses rates are excellent, including a 10% response rate from prospective buyers. As such, it has become our most important offline marketing channel and adding kudos as well as considerable revenue.” *Mike France, Co-Founder, Christopher Ward.*

