



Selling Blue Elephants: Client Marketing, Retention and Loyalty

Bringing Actionable Science to Your Marketing Plans



Presented By
Dr. Howard Moskowitz
Dr. Ken Rotondo

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Imagine...



Identifying the particular segment to which a prospective client belongs in 5 to 10 seconds by asking a few simple questions

What exactly do you say - how do you say it - and to whom.
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Imagine...



That everyone in your firm knows exactly what to say at every client contact point...

What exactly do you say - how do you say it - and to whom.
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Imagine...



Increasing satisfaction, loyalty and trust

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Why is Mind Genomics different?

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The new gold rush ... DATA MINING



Current predictive analytics attempt to segment or classify prospects through:

General demographics – age, gender, marital status...

Occupation – Lawyer, Salesman, Specialist...

Lifestyle Behavior patterns –prescribing behavior, purchasing behavior... (Amazon.com – “people who bought this, also bought this...”)

There’s an assumption that shared attributes predict shared attitudes.



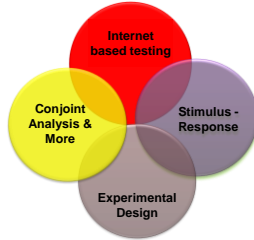
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A Scientific Solution Simply Applied



- Based on science
 - Shows how corporate staff make selections
 - Produces actionable information
- Breaks vignettes into elements
- Incorporates best practices in:
 - Experimental psychology
 - Client research
 - Statistics
 - Internet SaaS



What exactly do you say - how do you say it - and to whom.

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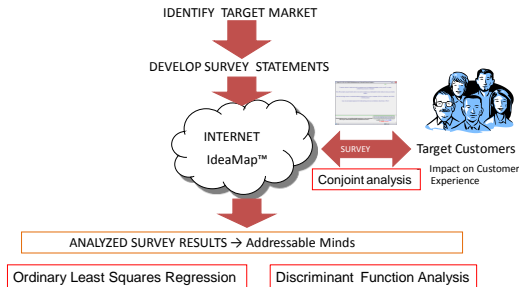
For example...

What exactly do you say - how do you say it - and to whom.

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Developing the microscience...



What exactly do you say - how do you say it - and to whom.

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Giving the Right Message to Each Client

Mr. Jones wants to feel connected to his law firm and needs to feel the professional support

Ms. Greene needs to appreciate and understand the value of the legal services provided.

Dr. Matthews values convenient access and attention from his legal team

Mrs. Phelps is extremely brand loyal. Reputation is important. Wants a lawyer with a prominent reputation and record.

Mr. Faber wants to meet you and feel confident with your firm before committing to engage your services.



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Success Cases... American Heart Association



Objective:

- The team wanted to **improve email fundraising efforts**, but in a way that didn't upset an audience who may have signed up for email for a variety of other reasons.
- not only have to fund raise, we have to **deliver these messages about getting them healthy.**

Impact:

- **increased donation rates 42.5%.**
- By researching its database and uncovering the key interest areas of four unique groups, the AHA created an email nurturing campaign that **spoke directly to subscriber motivations.**

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"The information gleaned from these surveys provided **insights** that in some cases contradicted positions we held at the outset of the project, and **altered our overall sales approach**"
Darryl Rawlings, CEO



Objective:

- To identify how pet health insurance can be presented US pet owners and veterinarians
- Maximize the appreciation of the health insurance product

Impact:

- **Web sales conversions +25%**
- **Telephone sales conversions +40%**
- **In-person sales conversions +50%**

Companywide sales +110%

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