

MARKETING & BRANDING



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The demands of the digital revolution necessitated the need for **Copyfax** to build a new, completely networked Toshiba digital facility incorporating a state-of-the-art service center, parts and supply warehouse, sales department, showrooms and a computer lab. Huntington Beach was selected for its central location. As all functions are conducted in one location, customer support and service response can be administered in the most efficient and speedy way possible.

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The Data Detox: 4 Steps to Cleaner Data for a Healthier Bottom Line

by Ray Melissa, President & Founder, Melissa Data

Data is the lifeblood of your business – driving every aspect of communication, decision making, analytics, and strategy. As businesses become more data-driven and big data helps boost the bottom line, the quality of your data has become ever more critical.

However, your database is under daily attack from data impurities that gain access and build up over time, corroding the health of your database, damaging your business and your chances for success in a competitive marketplace. Here is a 4-step plan to get rid of toxic data.

Step 1: Profile Your Data

The first step in the detoxification process is to profile and analyze the health of your contact data. Data profiling identifies data quality issues at the start to help determine weaknesses in your database and data acquisition efforts. This helps minimize costs by pinpointing problems in your data before you launch your next campaign.

Step 2: Clean Bad Data

After profiling your data and identifying weaknesses, it's time to put a plan in action. Implement data verification tools into all your access points – call center, Web forms, data entry, etc. These cleansing tools will verify, correct, update, and standardize your contact data – name, address, phone, and email address – in real-time, as it is entered, to ensure only valid information enters your database.

If you mail – direct mail, transactional, or even transpromotional – you should Move Update your list to make sure you have the most current addresses. NCOA^{Link}® is one approved USPS® Move-Update method that will qualify your mail for postal discounts, and it's unique because it's the only process that will update your records BEFORE you mail – preventing wasted postage and production costs.

The process enables you to identify individuals, families, and businesses that have moved and completed a change-of-address form within the last 48 months – to ensure your mail is sent to the right recipient at the right address.

Step 3: Eliminate Duplicates from Your System

About 10 percent of names and addresses in an average database are duplicate records.

For instance, you might have a list that contains 100,000 records and you want to mail postcards. With production and postage costs averaging 83 cents per piece, your total mailing costs would be \$83,000. If 10 percent of your list is made

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up of duplicates, you are wasting \$8,300 every time you mail.

This is why duplicates are the worst form of toxins. They cost you money and hurt your image when sending multiple, duplicate mail pieces to the same household.

Duplicates also prevent you from getting a single view of your customer, which is necessary for accurate analytics, segmentation, and targeted marketing.

A merge/purge tool can be used to get rid of duplicates, as well as help you consolidate the best, most accurate data from a group of duplicates (called survivorship) into one complete and accurate record – called the Golden Record. This process will help you understand your customers and base your marketing efforts on accurate information.

Step 4: Enhance Your Data with Valuable Information

Once your database is healthy, look at ways to enhance its value to drive greater insight and improve your ability to communicate with customers relevantly, and in a mode they want.

Adding critical pieces of information to your database, such as email addresses and phone numbers, can help your omnichannel efforts. For instance, adding email to your direct mail efforts can improve response rates by almost 30 percent, recent studies have shown.

Adding vital demographic, firmographic, lifestyle, and geographic information – such as marital status, household income, occupation, latitude and longitude coordinates, company name, number of employees – helps you gain deeper insight into your customers.

Now that you know who they are, their likes and dislikes, where they live, if they have children, etc. – this helps you engage in a more relevant, targeted communication with your customers, significantly improving your segmentation and outreach efforts.

The Key to Building a Healthy Business

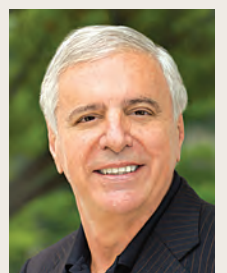
A one-time data detox is a great first start, but it's not enough by itself. Keeping your database trim, clean, and lean over time is the key to building a healthy business. Put in place a system that continuously monitors the quality of your data so you can adapt your data acquisition and management efforts to changing demands, and ensure you have the most accurate data at your fingertips. This will help you reduce undeliverable mail, cut waste, enrich communications, and improve customer satisfaction.

About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of global data quality and address management solutions. More than 10,000 companies worldwide rely on Melissa Data to gain and maintain a single, accurate, and trusted view of their customer contact data. For more information, call 1.800.MELISSA.

Ray Melissa

Ray Melissa is president and founder of Melissa Data, a leading global data quality solutions provider. Ray is a 30-year computer industry veteran and co-founder of several tech-oriented firms during the 1970s. He is responsible for leading Melissa Data's corporate growth strategy, business, and new product development.





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Branding Office Projects Just Got Interesting

The business of branding office buildings has taken a fascinating turn with the advent of creative space. For marketers and brand strategists, thankfully, being limited to extolling the virtues of a granite-clad lobby and an on-site café is a thing of the past.

For developers and leasing brokers, creative brand strategies are taking the personality and perceived value of an office project in a new and exciting direction.

Take for example the vacant two-story building on Quail Street in Newport Beach that Bixby Land Company bought last year. Rapt Studios and Sam Farhang, the lead designer on the Fox Head building in Irvine, delivered a transformative redesign of the project that is a far cry from the Developer's Row woody walk-ups of the 1970s.

The building core was opened up on the second floor to provide an outdoor deck, and operable windows were introduced to breathe fresh air into tenant spaces. Open ceilings, polished concrete floors and futuristic illuminated panels in the common areas work together to provide a creative and contemporary sense of space. The result is a brand new building that is energetic and inviting.

So what about the branding and marketing?

In order to drive the highest value for the building, we centered the brand strategy on the project's proximity to Newport's famed beaches just a few miles away. The open air features of the building were pulled through to an open, airy brand



standard. The brand wanted to be sophisticated yet casual, and had to uphold the contemporary architecture.

We struck upon the name "Avalon" to capture the relaxed and coastal feel of the project. A crisp sans serif font with wide tracking between the characters lent to the openness of the brand. The logo icon implied connection, both among the letters in the name and in the circle (of life). The water background element was inspired by a La Mer cosmetics poster in Bloomingdales.

Marketing collateral took on the same clean, open feel. The website (avalonoffice.com), leasing fliers, floor plans, leasing signs and emails all were designed to support the message that this project is a sanctuary where collaborative and creative thought can thrive.

Brand relevance relies on authenticity, and we were careful to not oversell the project in the marketing collateral. If anything, the commitment to white space and sparse use of text undersells Avalon, allowing the audience to use its imagination.

The trend toward contemporary office designs is a groundswell movement that is here to stay. We've seen this in projects we've rebranded throughout the state, including Silicon Valley, Los Angeles, Pasadena, Orange County and San Diego. In every case, we take a close look at the project designs and examine the unique characteristics in each market to arrive at a branding and marketing strategy that will effectively support the leasing effort.

Randy Hall is a principal at Idea Hall in Costa Mesa. He can be reached at randy@ideahall.com.

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Hasbrook Multi Media: Digital Solutions

In order to quantify the advertising game, let's take a look at the entire picture, with print, direct mail and broadcast advertising as the basis of comparison, and then set digital advertising along side in perspective.

These three mediums, print, broadcast and direct mail consist of two types of information; editorial or content, visual or audio messages.

In Orange County, we do not have the convenience of our own ABC, NBC, CBS, affiliates like Los Angeles or San Diego. This limits the reach and frequency abilities to utilize television in Orange County. We also do not have localized radio stations like KFI or KNX in Los Angeles and San Diego's KFMB. We are limited in billboard outdoor advertising too. So, what are your advertising choices in Orange County? Your choices are: print, broadcast, direct mail, inserts, doorknockers and digital.

Digital advertising can be served to homes, PCs, laptops, tablets, smart phones, watches and social media websites. Every advertising campaign can be measured and evaluated for its performance. How many people saw my ad? Who clicked on it? Did they like what they saw when they got there? Did they buy something?

With digital, you can feature your videos, websites, landing pages, contextual messages, mobile hyper local, reputation management, email marketing, ad words and phrases, targeted buying intenders, target and re-target, and send advertising to only the people who have a relevant interest in the products you offer to your customers.

No more "shotgun approach." No more "throwing spaghetti against the wall" and seeing what sticks. Go only to the people who need and who want your services. No more wasted advertising. You can reach customers by ethnicity, income, demographics, geographic, interests and desires.

At Hasbrook Multi Media, we are completely transparent and we can explain all of these programs in a way that anyone can understand. In our Email Marketing program, we have a database of over 120 million people who have asked us to send them email messages. We have done emails campaigns for Mitt Romney and Rick Perry. At Hasbrook Multi Media, our director of digital, who is Google-certified, was responsible for President Barack Obama's digital campaign nationwide during his first election.

Our email advertising has included companies and organizations such as, Four Seasons, Kaanapali Maui, Macys, Stein-Mart, Best Buy, Wal-Mart and South Coast Repertory. **We are nationwide and international.**

According to Search Engine Watch, 63 percent of consumers are now using multiple devices to find a local business. 79 percent of them are mobile phone users, while 81 percent are tablet owners, according to the research.



Many businesses today are looking past the initial hurdle of having a mobile-optimized site, and asking, "What content do we serve our mobile users?" Well, 65 percent of smartphone users said their searches were "driven by a need for information on the go."

How do consumers use mobile devices to access the web? According to Online Publishers Association/Frank N. Magid Associates:

- ▶ 99.5 percent access content/information
- ▶ 63.1 access the Internet
- ▶ 62.1 percent check email
- ▶ 49.2 percent listen to music
- ▶ 46 percent play games
- ▶ 41.7 percent download and use apps
- ▶ 15 percent make purchases
- ▶ 15 percent read a book

If businesses are attempting to second guess what works in the world of advertising today, then they do not understand digital advertising. If they have purchased a digital campaign they still might not understand what they are doing. The fact is that traditional advertising is not as effective as it was during a vibrant economy.

No advertising can be compared to the increasing research and development in the online industry; it is not an option to stay with one medium. As usual, we ask that question, "How do we get there from here?" It lies somewhere in between, start and go, which requires taking a first step and a fresh look at the entire picture.

What we suggest is a proactive, cost-effective and measurable method to augment any current advertising program.

Determining interest in your product requires the measurement of these variables: the number sent, and of those, how many are opened and clicked through. When a consumer is already on a computer, tablet or smart phone, we realize that it is much easier to encourage someone to click thru or be linked to a website – LinkedIn, Facebook, Twitter or blog – than when a consumer is reading a newspaper, listening to the radio or reading a local magazine while drinking their coffee. If you are selling pianos for half price on the Internet, your customer better be able to push a button and buy one. You can't do that with a newspaper in your hand or a flyer, magazine, etc.

If you recognize the importance of digital advertising, but are frustrated by the complexity and technology, then consult the experts. We have the tools and the know-how to help guide you into the vast future of advertising.

Contact us at info@hasbrookmultimedia or 888.642.1117.



Give Your Marketing the One-Two Punch



Improve Your Prospecting

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Our email, phone, demographic, and firmographic data append services provide you with the best chance at omnichannel success.

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CALENDAR

June 8-17, 2015

Compiled by Dana Truong



Last year's Women in Business Awards: Orange County Business Journal's annual event takes place this year at Hotel Irvine on June 23

BUSINESS

ONGOING

■ **Studio SoCaL** hosted by Rick Reiff and Elizabeth Espinosa (KOCE-TV/PBS SoCaL) Friday 7 p.m. Repeats Sunday 5 p.m., Monday 5:30 p.m., Wednesday 5:30 p.m. Guests: TBA

RECURRING

■ **OC Toasters** (Toastmasters International) Mission Viejo every Monday 7:15 a.m. \$10 (949) 348-0536 www.octoasters.com

■ **Anaheim Breakfast Club** (Toastmasters International) Anaheim every Tuesday 7 a.m. \$9.50 (714) 350-3364 www.anaheimtoastmasters.org

■ **RIAOC Speakers** (Realty Investment Association of California) Anaheim every Tuesday 8:30 a.m. \$10 (714) 639-3212 www.riaoc.com

■ **Spokesman Toastmasters Club** (Toastmasters International) Huntington Beach every Wednesday 6:30 a.m. Free (714) 230-1953 www.toastmasters.org

■ **Profit Connection** (Orange Chamber of Commerce) Orange every Wednesday 11:30 a.m. \$17 (714) 538-3581 www.orangechamber.com

■ **Orange County Pro Networkers** (Orange County Pro Networkers) Laguna Hills every Thursday 7 a.m. \$15 (949) 278-3048 www.ocpronet.com

■ **LeTip Weekly Breakfast Meeting** (LeTip of Mission Viejo) Mission Viejo every Thursday 7 a.m. Free (949) 742-0690 www.letipmv.com

■ **Public Speaking and Communication Skills Development** (Challengers734) Laguna Woods every Friday 7 a.m. Free (714) 474-3692 www.challengers734.com

■ **Wine Collector's Networking and Blind Tasting** (Wine Elite Society) Irvine every Saturday 6 p.m. \$60 (858) 779-4125 www.wineelite.org

TUESDAY, JUNE 9

■ **How to Make Money Online—Top Five Ways** (Score 114) Costa Mesa 9 a.m. \$45 (714) 550-7369 www.score114.org

■ **Get Visitors to Your Website—Top 10 Ways** (Score 114) Costa Mesa 6 p.m. \$45 (714) 550-7369 www.score114.org

■ **Work Smarter, Not Harder—Word-Press for Small Business** (Score 114) Rancho Santa Margarita 6 p.m. Free (714) 550-7369 www.score114.org

■ **Network and Knowledge Luncheon—Achieving SEO Success** (IABC Orange County) Costa Mesa 11:30 a.m. \$50 goo.gl/F65ecF

WEDNESDAY, JUNE 10

■ **Hiring Made Easy** (Score 114) Newport Beach 6 p.m. Free (714) 550-7369 www.score114.org

■ **Harassment Training for Managers and Supervisors** (ManagEase Inc.) Irvine 2 p.m. \$115 (714) 378-0880 ext. 670 www.managEase.com

THURSDAY, JUNE 11

■ **Coaching With the Enneagram—Personality Insights That Help Coaches and Clients Achieve Superior Results** (ICF-OC) Irvine 6 p.m. Free (949) 682-2020 www.coachesoforangecounty.com

■ **Building the Brand: A Critical Path to Differentiation and Customer Value** (Orange County Small Business Development Center) Santa Ana 6 p.m. \$25 (714) 564-5200 www.ocsbdc.org

SATURDAY, JUNE 13

■ **Social Media Timesavers and Best Practices Workshop** (Score 114) Costa Mesa 9 a.m. Free (714) 550-7369 www.score114.org

MONDAY, JUNE 15

■ **Consulting as a Successful Business** (Score 114) Seal Beach 6 p.m. Free (714) 550-7369 www.score114.org

TUESDAY, JUNE 16

■ **Basics of Accounting—The Language of Business** (Score 114) Costa Mesa 9 a.m. \$45 (714) 550-7369 www.score114.org

TUESDAY, JUNE 23

■ **2015 Women in Business Awards** (Orange County Business Journal) Irvine 12 noon \$150 (949) 833-8373 ext. 209 www.ocbj.com/bizevents

FUNDRAISER

■ **CASA Cup** (Orange County CASA) Newport Beach June 10 2:30 p.m. \$150 (714) 619-5140 www.casacupoc.com

OTHER

■ **Motown the Musical** (Seegerstrom Center for the Arts) Costa Mesa June 16-28 Times vary \$39-\$119 (714) 556-2787 www.scfta.org

■ **Fire and Water** (Pacific Symphony) Costa Mesa June 11-13 8 p.m. \$25-\$185 (714) 755-5799 www.pacificsymphony.org

■ **Brit Floyd** (Seegerstrom Center for the Arts) Costa Mesa June 14 7:30 p.m. \$49-\$79 (714) 556-2787 www.scfta.org



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ECONOMIC FORECAST UPDATE

WEDNESDAY, JUNE 24, 2015

Seegerstrom Center for the Arts

Renée and Henry Seegerstrom Concert Hall
610 Town Center Drive | Costa Mesa, California

7:30 a.m. Continental Breakfast & Networking
8:30 a.m. Conference

Individual Tickets \$150

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Tickets will be emailed once payment is received.

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Presenters



JAMES L. DOTI, Ph.D.



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Submit listings to Calendar, Orange County Business Journal, 18500 Von Karman Ave., Ste. 150, Irvine, CA 92612, or fax to (949) 833-8751, or email to features@ocbj.com at least two weeks before the event. Include the following: event name, host organization, location, date, time, cost, phone number, website and contact name. Typically, for-profit events costing more than \$125 per day will not be listed.