



BIO

Steve Dyer, Director – IMC

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*Fellow of Chartered Institute of Marketing
Fellow of the Institute of Direct Marketing
Seat on the Direct Marketing Association's B2B Committee
Board member of the Association of B2B Agencies
Member of The Marketing Society
Judge of B2B Marketing Magazine Awards 2006*

Steve's passion for B2B communications is well founded, with a Degree in Engineering & Business Management from Surrey, and a Postgraduate Diploma in Marketing & Advertising from Bristol Business School, now the University of West of England.

His agency career started nearly 20 years ago in a full-service promotions agency in London before moving to a B2B provincial agency in Bedfordshire, where he was responsible for accounts such as Vodafone, Dexion and Parker Hannifin. After a period of 5 years, he moved to become the Business Development Director at a direct response agency in the West End before setting up Clockwork IMC in 1993 - a small integrated B2B communications team.

“ The biggest hindrance to the success of any business communications campaign is the budget! Not necessarily the size of the budget, although I've yet to hear any client in my 20 year career to-date tell me that they had a meeting with the Finance Director to return some of the funds allocated because they were given too much. But more the lack of understanding of what can be realistically achieved with the available funds...this is where experience counts!

Many clients fall into the all too common trap of wanting to tell their entire customer base about the new product or service in one hit, probably in response to the war-cries from the board of, 'lets get it known out there!' Although this action is understandable, it's also very ineffective and wasteful.

Higher returns will be achieved by segmenting your audience into priority customer groups, recognising their needs/wants, and their communication channels of choice, and investing the budget to achieve FREQUENCY. This can be done by using just one channel, but experience has taught us that the best results are delivered through a multi-channel integrated approach dictated by the make-up of individual customer groups. Get this right and you can dramatically reduce the sales cycle from months to just a few weeks, or even days with some customers.

You probably won't have enough budget to REACH all of these groups in this way, so concentrate on your priority groups that can deliver immediate results. Greater returns will be gained by reaching a smaller number of customers with personalised sales messages many times, than a larger number of customers once or twice. It sounds like common sense but sometimes the cries from the board can be overwhelming, and it's good to have an experienced & objective integrated partner defending your corner when it counts!

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