



PROFITABLE
CHANNELS

UNLOCKING THE GROWTH POTENTIAL OF MARKETING “WHITE SPACE”

How leading marketers are finding profitable new growth opportunities by filling the “white space” in their marketing approaches

Exploiting “white space” means profitable growth today.

Budget strapped marketers are looking at the “white space” in their marketing approach to find new revenue growth and double the return on their limited marketing budgets.

- This survey of executive marketers shows that “white space” offers every organization large opportunities for measurable new revenue growth today.
- Marketers can more than double the productivity of their marketing dollars by eliminating the “white space” in their marketing approaches.

The new equation for profitable growth = the right target x right place x right time. Growth oriented marketers have found that the three keys to exploiting marketing “white space” are better placement, timing and coverage.

- **Better placement:** Leaders are cutting customer acquisition costs in half and doubling revenue per customer by “being there” when decisions are being made and life events happen.
- **Better timing:** Marketers that understand that “timing is targeting” are improving marketing performance two to ten fold by improving the timing of their marketing programs.
- **More efficient market coverage:** Organizations are using better marketing performance measurement and new media and channels to “plug the leaks” in their market coverage and reach twice as many prospects with the same marketing dollars.

Why You Should Care:

Filling the marketing “white space” with more targeted media placement, better timing of campaigns, and improved market coverage represents an “untapped” opportunity to deliver near-in, measurable, and cost effective growth. Finding new revenue growth in the marketing “white space” is important to all marketers because for the foreseeable future marketers will not have the funds needed to fund major new products, strategic marketing or branding initiatives that traditionally drive growth.

What is White Space?

To marketers “white space” means reaching the places where customers shop but existing media, channels and promotions cannot reach. “White space” represents the un-exploited opportunities in their marketing approach. These include:

- Uncovered, under resourced and new markets and customers;
- Gaps in marketing process due to channel, organizational and media inefficiencies;
- Missed opportunities due to poor timing

Leading marketers are unlocking the growth potential of their white space by investing in six targeted media and channel programs that reach the right person at the right time and place.

This paper presents original best-practices research that illustrates how leading organizations are generating new revenues and improving the productivity of their marketing dollars by reaching underserved markets, filling market coverage gaps, and improving the timing and placement of media.



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i. ABSTRACT

ii. TABLE OF CONTENTS

I. EXECUTIVE SUMMARY

**II. WHY THE “WHITE SPACE” IN YOUR MARKETING APPROACH
CAN PROVIDE PROFITABLE GROWTH TODAY.**

- a. “White space” offers a solution to the number one problem marketers face—efficient growth.
- b. “White space” offers many opportunities for measurable new revenue growth today.
- c. Marketers can dramatically improve marketing productivity by eliminating the “white space” in their marketing approaches.

**III. THE THREE KEYS TO EXPLOITING “WHITE SPACE”
ARE BETTER PLACEMENT, TIMING AND COVERAGE.**

- a. Better placement.
- b. Better timing.
- c. Better coverage.

IV. UNLOCKING THE GROWTH POTENTIAL IN THE “WHITE SPACE” IN YOUR MARKETS

- a. Twelve ways to find the white space in your markets.
- b. Six programs to reach the right customer at the right place and time.
 1. Place based media.
 2. Interactive media and promotions.
 3. Integrated direct selling channels.
 4. Dialog-based marketing programs.
 5. Partner co-marketing programs.
 6. Event triggered marketing programs.

iii. ABOUT THE RESEARCH

iv. ABOUT THE AUTHORS

v. ABOUT PROFITABLE CHANNELS