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Nisar Butt, President of the IIMP becomes Chartered CMMP designation holder

MARKETING WORLD
REVIEW

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The president and CEO of the International Institute of Marketing Professionals (IIMP®), Nisar Butt, recently completed the Chartered CMMP® designation holder, granted by the International Accepted Marketing Standards™ (IAMS) board.

Chartered designation is the highest level of marketing designation devel-

oped for professionals in the senior most positions in the marketing departments of their organizations. This certification enhances their ability to influence direct change in a variety of management structures while maintaining the vision of leadership and it will sharpen their analytical and strategic planning skills.

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*Winter 2016/17, final deadline for registration: **November 15, 2016***

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Healthcare loyalty programs like in retail. Why not?

Editorial by Sandra Pedro, CMMP—Editor-in-Chief



I recently designed a healthcare loyalty program. I was surprised it was not a topic that is often discussed in the marketing realm, especially as the private sector is increasing its influence on healthcare and well-being. In my home country, we have a proliferation of clinics, hospitals and health insurances from large private groups for the last 20 years.

Despite the highly-customer oriented approach in some healthcare systems, similar types of loyalty programs, such as those developed for the retail sector, I are not being developed for the healthcare industry. Why not, I asked to myself and started digging.

Client-patient care and behavior change strategy

My strategy is to focus on a humane clinic-patient experience instead of a simple customer service experience. The combination of excellent care and quality customer service is a new way to attract and retain patients in a highly competitive market.

People complain that healthcare services are becoming impersonal, that many professionals do not treat patients as persons, they are not helpful (especially physicians and other staff) and there are long waiting times. In healthcare we have to keep in mind that, most of the time, we deal with vulnerable people, with both physical and psychological problems, more or less severe, depending upon their cases.

Additionally, people only go to a doctor when they are sick or suspicious of a possi-



ble disease. On the contrary to western medicine that treats symptoms, eastern medicine (like Chinese medicine) has a preventive (and holistic) approach. And loyalty programs put new emphasis on preventing chronic conditions, which is an advantage for health education and behavior change towards a preventive approach for healthy living and well-being and active ageing.

I decided to design a loyalty program for the company where I am currently the Head of Marketing and Communications because loyalty programs can empower clinic-patients to manage their healthcare more closely, in new and innovative ways, while enhancing the business model.

Benefits for patients:

- Patients benefit through the incentives and rewards and tailored communication;
- Patients who feel positively toward their providers are more likely to keep coming back;
- Loyal patients also are more likely to overlook problems, such as difficulty scheduling appointments, which can lead to increasing patient-satisfaction scores;
- Gamification techniques motivate patients to comply with their healthcare and well-being program, which can lower the cost of care.

Benefits for healthcare provider:

1. Businesses benefit by strengthening rela-

tionships with patients;

2. It's less expensive to retain a current patient than to market to new ones;
3. Reduces rate of missed appointments;
4. Loyal patients are more likely to tell friends about the business;
5. Loyalty programs also can cut down on costs.

For a successful loyalty program, it needs to be implemented in four (4) stages:

1. Improve the clinic-patient experience strategy focus on increasing access to information about healthcare practices, treatment of diseases, tips for a healthy life, etc. and enhance relationships between the clinic and the patient vs. staff (internal training sessions) to deliver a consistent and exceptional experience of well-being in our spaces, especially decorated to imprint a cozy sensation in their minds (and bodies).
2. Conduct pilot research by getting clinic-patient inputs and verify program's desirability and utilization.
3. Collect and analyze insights from our experience and readjustments;
4. Full implementation of the program and increase partner networks.

This is a long process for a long-lasting win-win situation. Each healthcare provider has to find the loyalty program that best suits its practice and business. One thing is for sure, it will be interesting to watch market reaction to this new approach.

How to create a loyalty program that really works

Caroline Berryman, CMMP



For many years, loyalty programs have been implemented to reward customers for their continued patronage and they have definitely grown in popularity with both retailers and customers alike.

Loyalty programs have increased by 26% since 2013 reaching over 3.3 billion people in the United States and 129.7 million in Canada. Since Europe is still relatively new to adopting loyalty programs as part of their marketing strategies, estimates reveal that about 80 per cent of European shoppers belong to at least one loyalty program. But with all these customers participating in loyalty programs are they really working? A recent study conducted by McKinsey sug-

gests that they are not working and may actually be detrimental for the program owners. The study involved 55 North American and European companies and it showed that companies who spend more on loyalty programs actually grow at about the same rate or even slightly slower than those companies that do not have loyalty programs.

This trend does vary depending upon the category. For example, loyalty programs seem to work well in the hotel industry where they are showing growth in terms of repeat bookings, but they do not seem to be working for other categories of travel such as the airline industry or car rentals. Despite these negative findings, more and more companies are implementing loyalty programs as part of their marketing strategy, hoping to increase long-term value.

It's not all bad news though as there are definitely some leaders in the retail sector that are truly benefitting from loyalty programs and there are reasons for their success. Starbucks, for example, has been able to integrate loyalty into their customer experience by making payments easy through technology. Amazon's loyalty program is successful



because it has managed to alleviate customer concerns about delivery by offering a special free two-day service. Southwest Airlines' loyalty program is part of the overall brand and has huge customer appeal. It offers rewards based on ticket price and not to actual miles flown. Southwest is spending virtually the same amount as other loyalty programs at about 8 to 9 per cent of revenue.

Loyalty programs are becoming more closely integrated with the brand and experience, offering customers a seamless experience from the sales counter to their website and everything in between including mobile channels. To get the full benefits of a loyalty program, companies must create a differentiated experience that is consistent with their brand.



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MARKETING WORLD

REVIEW

Call for Papers for Second Issue of MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine “MarketingWorld Review” to advance marketing professionals’ knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for its second issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The second issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed. The deadline for initial **submission to the second issue is November 15, 2016**. The review process will feature a maximum of two rounds and final decisions will be made before November 30, 2016. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to magazine@theiimp.org.

Asli Kuscu
Editor-in-Chief
MarketingWorld Review

IIMP® renews its partnership with ICC 2016 Winners will be granted CMMP® Scholarships

The International Institute of Marketing Professionals (IIMP®) strengthen its partnership with the ICBM's International Case Conference (IICC) 2016 to be held by the ICBM - School of Business Excellence, Hyderabad, India and will grant the CMMP® Scholarship for Researchers to the winners.

The International Institute of Marketing Professionals (IIMP®) strengthen partnership with the ICBM's International Case Conference (IICC) 2016, to be held by the ICBM – School of Business Excellence (ICBM-SBE), Hyderabad, India, on 17th December 2016. The winners of the conference will be awarded with CMMP® Scholarship for Researchers.

All winners will have the opportunity to enter the CMMP® program in order to acquire the CMMP® designation, international certification of marketing management that highlights holders' deep skills, knowledge and ethics within marketing profession. CMMP® designation has diverse categories, according to academic background and professional experience of candidates: associate, manager, executive and chartered.

Last year's winners were Sandeep Chatterjee, associate director of the KPMG India, followed by the Alka Pinto and Dr. B Balaji, both from Bharathiar University, Coimbatore, as winners of the first runner up. Prof. Srinivas Gunta, from IIM, Indore, won the second runner up. Shubhankar Kumar and Jeyta, from Amity University, Noida, won student category and Dr. Sujit Kumar Patra, from BIMTECH, Bhabaneswar, won consolation prize.

The IICC gathered professionals and academics presenting case studies on business subjects, namely sales and marketing. Now in its 4th season, IICC is intended to offer a platform to managers, academicians, case authors and students to showcase emerging practices in business and management and an exchange of ideas.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"IIMP® is honoured to be part of this partnership and will welcome the winners of the IICC who will prove great knowledge on business and marketing subjects. The case studies presented at the IICC were examples on management and problem-solving best practices. This will be another year of great presentations."*

Prof. S Zarar, Director of ICBM – SBE, Hyderabad, said: *"Although the number of business schools across the globe is growing rapidly the research in management education remained at low ebb in emerging economies like India. With IICC 2016, we aim at filling this gap by encouraging academicians and researchers to ensure fresh contributions to the existing body of knowledge. The partnership between ICBM -SBE, Hyderabad and IIMP, Canada will certainly prove to be a milestone in taking management education and research to the next level."*

Dr. Kunal Gaurav, Associate Dean (Strategic Research) and Convener of ICBM's International Case Conference 2016, said: *"It's with great happiness that we are bringing today another global strategic partnership with IIMP for the 3rd consecutive year. Like last year, we are committed to foster the creation and dissemination of contemporary knowledge via case studies in the area of Business in general and Marketing in specific. I am hopeful that the case studies presented in the International Case Conference 2016 will certainly find place in the class of noted business schools across the globe."*

Academics, researchers, freelancers, entrepreneurs, corporate professionals, policymakers, members from regulatory bodies and management students are invited to send their original and unpublished case study on sales and marketing, HR management, finances, IT systems, operations management and entrepreneurship. All case studies selected for presentation in

the conference will be published in an ISBN numbered book by a reputed publisher and the winning cases will also be published in UDAAN: The International Journal of Management Research (ISSN: 2347-9256).

Electronic copy of original unpublished case study in any area of business and management in line with the conference theme should be submitted until November 12th, 2016 in Word format, to icbmrpc@gmail.com. The case study should be submitted along with an abstract (in around 200 words) and brief profile of the author.

About ICBM-SBE, Hyderabad, India:

The Institute of Computers and Business Management - School of Business Excellence (ICBM-SBE), Hyderabad, India offers AICTE approved Post Graduate Diploma in Management (PGDM) and is accredited by the American authorities, such as the prestigious ACBSP, recognized by the Council on Higher Education Accreditation (CHEA), USA. ICBM-SBE equips the future managers with firsthand experience of running a Business Enterprise in a competitive environment with an eye on ROI, growth, network, equity, sustainability etc. by introducing to them the Capstone Business Simulations, a practice which all the top B-School across the world follow. ICBM students have access to about 600 Business Schools from USA for student and faculty exchange program.

Learn more: <http://icbm.ac.in/>

Web-links:

International Institute of Marketing Professionals (IIMP®): <http://www.theiimp.org>

CMMP® Collegiate Scholarship Program: <http://www.theiimp.org/iimp-collegiate-scholarship-program/>



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**Join our Team!**

IIMP[®] is looking for Regional Public Relations professionals. IIMP[®] Public Relations team is looking for local stories, case studies and marketing professionals from around the world. Be part of this great team and let us discover more about marketing in your country. The IIMP's Human Resource team is inviting applications to fill the following volunteer roles:

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IIMP[®] at Marketing Conference in London, UK



The International Institute of Marketing Professionals (IIMP[®]) will be at the Marketing Conference Cutting Edge Marketing and PR, which will be held in London, UK, on December 1st and 2nd, at the Bentley Hotel. Prof. Dimitros Kamsaris, IIMP[®] vice president of Academic Accreditation, will deliver a speech during the conference and facilitating a pre-conference masterclass on November 30th.

The IIMP[®] members who would like to attend the conference enjoy a discount of 15%. For more information visit the website:

<http://www.boc-uk.com>

MARKETING WORLD REVIEW

Volunteers Needed for Editorial/Support Team

The International Institute of Marketing Professionals is a leading global professional association dedicated to developing and implementing marketing standards in order to advance marketing practice world-wide.

Currently, we seek volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

Team roles include Section editors for Market analysis and General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).

If you interested in contributing and taking on one of the above mentioned roles,

please write to hr@theiimp.org

Nisar Butt, President of the IIMP becomes Chartered CMMP designation holder



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Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: "Ever since the CMMP designation was launched in December 2012, I have been keen to adopt it. I truly believe that the CMMP program enriches marketers with credible and necessary skills required to meet and exceed the expectation of the challenging role. I am honoured to have the CMMP designation under my belt and would highly recommend all marketing professionals around the globe to own it."

Dr. Christophe Bisson, President of the IAMS Board, said: "Nisar Butt has successfully completed the academic and professional requirements of the Chartered Certified Marketing Management Professional (CMMP) certification provided by the International Institute of Marketing Professionals

(IIMP). I want to congratulate Mr. Butt for this great achievement! Indeed, The CMMP certification has been recognized among other by the Ministry of Training Colleges and Universities, in Canada, and he is now a worldwide respected measure of professional and academic excellence in the practice of marketing".

The CMMP® program is designed for industry professionals and is considered to be the mark of distinction for those who demonstrate commitment to the marketing profession and to its ethical practice. The CMMP® designation is validation that a professional in the field of marketing has successfully demonstrated competency in the knowledge, skills and abilities required to practice marketing effectively in today's business arena.

About CMMP® Designation:

IIMP® accreditation CMMP® (Certified Marketing Management Professional) is a globally-recognised and well respected measure of professional and academic excellence in the practice of marketing. This programme will recognise the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP® demonstrate a deep, yet broad knowledge of marketing. It denotes high professional, educational and ethical standards in marketing and is valuable to those practitioners who earn it, to the clients and organisations they represent and most importantly to the marketing profession itself. Learn more about CMMP.

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