

WHITE PAPER

number 8

THE POWER OF
PERSONALIZED
MARKETING



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READ THIS WHITE PAPER TO LEARN ABOUT MORE EFFECTIVE MARKETING VIA PERSONALIZATION

- *Make It Personal – how personalization makes your marketing resonate with customers*
- *The power of targeted & personalized marketing*



THE POWER OF PERSONALIZED MARKETING:

More Impact...More Influence...More Customers

For any marketing communications, the more you can personalize your message or content, the greater the impact and influence on your target audience. Personalization is truly critical to making your message relevant and “heard” by your audience, enhancing not only the power of your main message, but how you shape the way customers perceive your brand or respond to offers and outreach.

The fact is, personalization can help increase customer response, and improve your marketing success across multiple channels. Customizing content and communications is also one of the most effective and rewarding ways to effectively engage with customers and promote their loyalty long-term.

Compared to a conventional, “one-size-fits-all” approach to mass marketing, many businesses are seeing greater sales success and higher response rates thanks to personalization marketing.

According to an eMarketer online article citing a 2013 study, around three-quarters of U.S. senior-level marketers and agency decision-makers agreed that “individualized messages and offers will be more effective than mass messages/offers”....about the same percentage said “personalized one-to-one marketing is the future.” However, effective personalization requires much more than a personal name on a direct mail label, letter or email message. The most compelling and effective campaigns involve fully integrated communications where the content itself is customized to engage the recipient with the greatest relevancy.

So for every marketing program, and whenever feasible, it pays to personalize every single message or customer communications with individualized content. And that strategy for success applies across all marketing channels—from print and direct mail to emails, point-of-sale materials and personal sales calls.

BREAKING THROUGH THE CLUTTER VIA PERSONALIZATION

It's no secret consumers are inundated daily with multiple marketing messages via multiple marketing channels. When marketers seek to stand out and make their communications break through, generic content usually falls short. To truly reach the right audience with the right message, it takes highly targeted and consistent communications via personalization.

More and more, prospects and current customers expect—and even desire—a more customized and individualized experience at every contact point from marketers. Generally speaking, most customers simply want to feel valued and that you're speaking directly to them. The better you can convince customers you understand their desires, problems or demands, the more effectively you can engage and make that message resonate with target audiences.

In addition, today's consumers are smarter and more selective about which marketing communications they actually choose to read, listen to, or view. All of which makes personalization more critical than ever to maximize the return on your marketing investment.

DATA-DRIVEN COMMUNICATIONS TO WIN MORE CUSTOMERS... AND MORE SALES

The fact remains, a majority of business professionals believe targeted and personalized marketing outperforms more traditional methods of mass market communications. It also appears database-driven solutions—whether printed materials or digital channels such as email and websites—offer the greatest potential for outreach and engagement via customized marketing.

For that reason, capitalizing on available customer data is another crucial component to improving marketing efforts through personalization. In many cases, that invaluable information can be extracted from a company's own email list, CRM system or Customer Service database. Harvesting and analyzing pertinent data provides useful intelligence and insights about customer behavior as well as demographic information. Data and customer analytics can also be used to further leverage collected data, and help marketers proactively react and respond to customer profiles and particular wants, needs and desires.

HERE ARE SOME TIMELY TRENDS AND STATISTICS WORTH NOTING ABOUT TARGETED MARKETING VIA PERSONALIZATION:

- Customer acquisition and retention are the main driving forces behind the move to personalization marketing.
- Customer data, such as demographics and purchasing history or activity, is the key to creating and refining successful customized marketing programs.
- Integrated multi-channel communications, personalized at each customer contact point, is a more effective strategy for highly targeted and individualized marketing.
- Spending on direct mail, which plays a vital role in personalized marketing, is still strong and reached nearly \$46 billion in 2015. (Source: Winterberry Group)
- Email marketing continues its growth trend, with spending at \$2.5 billion last year. (Source: Winterberry Group)
- Email is the top source of analytics data for marketers, with 41% using their email marketing performance data. (Source: Forbes)
- Marketers using personalized email subject lines experience 26% more recipients opening the email. (Source: Campaign Monitor)

PERSONALIZATION TOOLS AND TACTICS

Now more than ever, it's essential that today's marketers take full advantage of the personalization tools, solutions and services now readily available. Variable Data Printing and Data Segmentation, for example, provide two powerful and cost-effective methods for developing personalized marketing communications.

Variable Data Printing makes it easy to implement customer-focused messaging, individually tailoring literature or other printed materials to specific customers. The end result is highly personalized, one-to-one communications—making your marketing campaigns even more impactful and meaningful to customers. Variable Data Printing also allows greater flexibility in modifying content and text, as well as more accurate response tracking and data analysis for future marketing efforts.

Data Segmentation is also critical when creating more effective and highly targeted marketing. By segmenting communications based on smaller subsets of your general audience, marketing messages can be better tailored to address each group's needs and interests. That approach enhances the relevancy and impact of your messaging and, in turn, typically translates to more rewarding results.

Email, of course, is another excellent option for ongoing and personalized marketing communications with both current and prospective customers. Other key channels for customized marketing include: personalized landing pages (PURLs), digital advertising, direct mail, dimensional mailers, or any media vehicle that promotes or allows personalization.

The bottom line? For marketers in virtually every industry or business, the wisest strategy is to make it personal and customize messaging for every customer. And that approach should be in place across every media channel and customer touchpoint. Personalization can have a tangible and measurable impact on your overall marketing success. It can build customer relationships and loyalty, and help businesses find and keep new customers. It provides much-needed flexibility for fine-tuning marketing communications moving forward. Perhaps most important of all, personalization can help make the most of each and every marketing dollar!



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