



WHAT IS ONE-TO-ONE MARKETING?

One-to-one marketing is a strategy where direct marketing communications are personalized to the demographics, interests and needs of specific groups, or segments, of customers and prospects. This is much more than simply sprinkling someone's name throughout a form letter. One-to-one marketing is effective because it tailors the actual direct marketing messaging and offers to resonate with the recipients.

While one-to-one marketing can employ various delivery channels like email, direct mail and personalized websites, it is first and foremost a strategy. It begins with understanding and segmenting your marketplace while ensuring you have sufficiently clean data to implement your business decision criteria. It then continues with selecting the offers, messaging and channels that will work best for each segment, and creating communications that will drive results.

This short, marketing overview will introduce you to some of the key concepts of one-to-one marketing to help you envision how you might use it and how you might get started.

WHY IS SO ONE-TO-ONE SO POWERFUL?

Most of us are overwhelmed with email and direct mail marketing communications. We all wish that the clutter would disappear while the valuable stuff continues to arrive. One-to-one marketing is powerful because it delivers product and service information that is tailored to be relevant to recipients while reducing the clutter of information that is likely to be of little value to them. It is powerful because the explanations and calls to action are appropriate to the audience. It is powerful because the offers are of real value and interest to the recipients.



Clearly, personalized communications are more powerful the more you know about the needs and interests of your audience. That does not; however mean that every one-to-one campaign needs to be sophisticated.

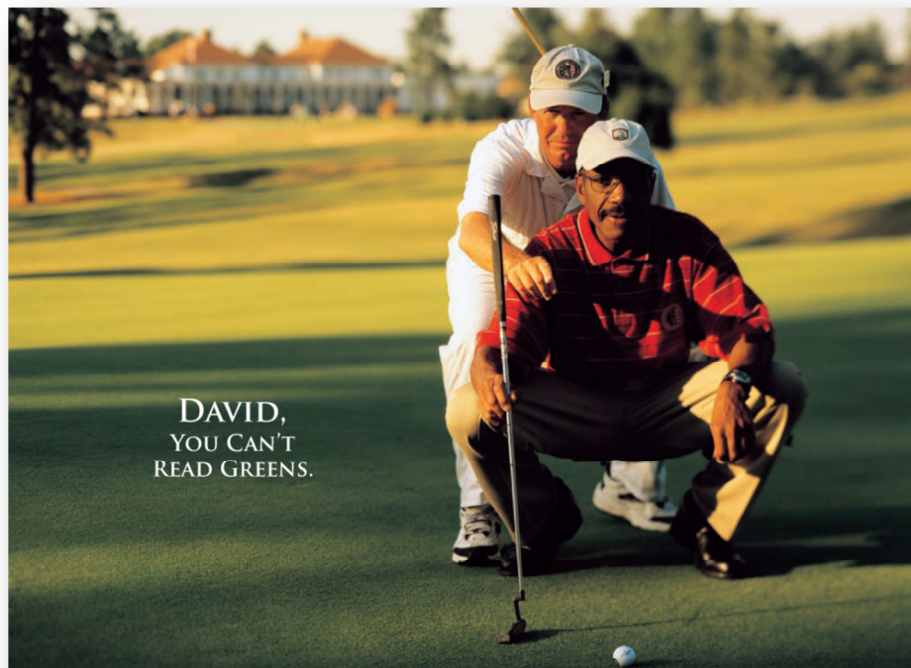
IT CAN BE AS SIMPLE AS VARIED TEXT

Varying the text of a communication by segment is important and, many times sufficient. For example, you might want to ask a recent graduate for a \$500 donation their fifth reunion while requesting retired MDs to consider endowments as their legacies. The important thing to remember is that the message, call to action, and rationale should resonate with the segmented audience. If it does not differ, then you should reconsider your segmentation.



VERSIONED WITH STATIC IMAGES

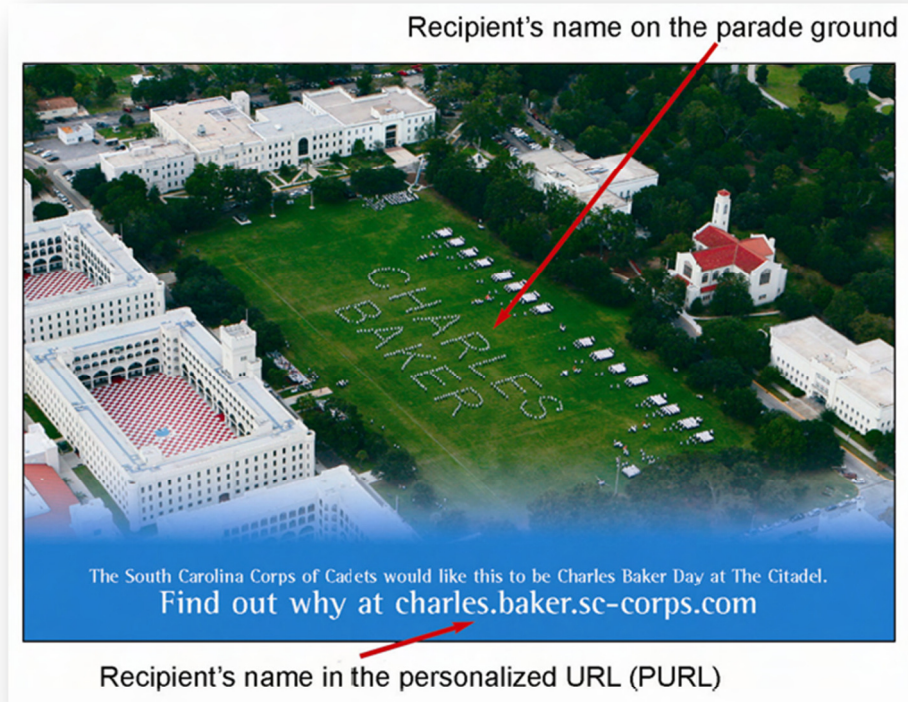
Images in marketing communications do two things: They capture attention and they support the message. So, while a great image won't win the sale, it will get someone to hold onto the communications a few seconds longer and, possibly, to begin reading the text. Without this, the best message in the world won't matter because it won't get read.



While true personalized images are possible (a photo of the exact make and color car you test drove, or the model of the open house you attended) most images are simply versioned by some sort of demographic (age, gender, interest, etc.).

PERSONALIZED IMAGES

Digital technology exists to create personalized images where someone's name or company appears engraved on a building, written in the clouds, or even as a marching band on a parade ground.



These sorts of images can be incredibly eye-catching but care should be taken to ensure that their use relates to the message. If it doesn't, these personalized images are likely to be perceived as gimmicks – and gimmicks are anything but personal.

EXAMPLE 1: BRAKE CHECK

Brake Check, a family-owned and operated automotive service company with 41 stores in Texas, uses personalized mailings to attract new customers when opening new stores. Their very simple, one-to-one campaigns simply include customer names and imagery selected based upon customer demographics.



Even with this simple level of personalization, Brake Check experienced response rates boosted from less than 1% for static mailings to 3.6% for the personalized versions. This was largely due to the way they carefully selected prospects based upon characteristic analysis of their best customers. They combined this understanding with geographic data surrounding their new outlets and worked with a very clean, segmented data set to achieve these results.

EXAMPLE 2: GIRL SCOUT COOKIES

The Minnesota and Wisconsin River Valleys Girl Scout Council used a multi-channel personalized campaign to communicate directly with the girls and their parents. The results were greater Scout engagement with 12% of targeted older scouts visiting their Personalized URLs and cookie program goals exceeded.



There was a mailing targeting first-time cookie sellers with 12 variable data fields and a cling car decal. A second segment targeted Girl Scout parents to get them engaged. A third segment mailer included Personalized URLs and targeted over 10,000 returning junior and senior high school age girls. The imagery, messaging and media – all personalized to the segments – made the overall campaign personal, relevant and effective.

EXAMPLE 3: ROSEMONT COLLEGE

Rosemont College wanted a better connection with their young alumni who graduated between 1998 and 2008. They felt that starting to establish relationships at this point would improve donations as they aged.



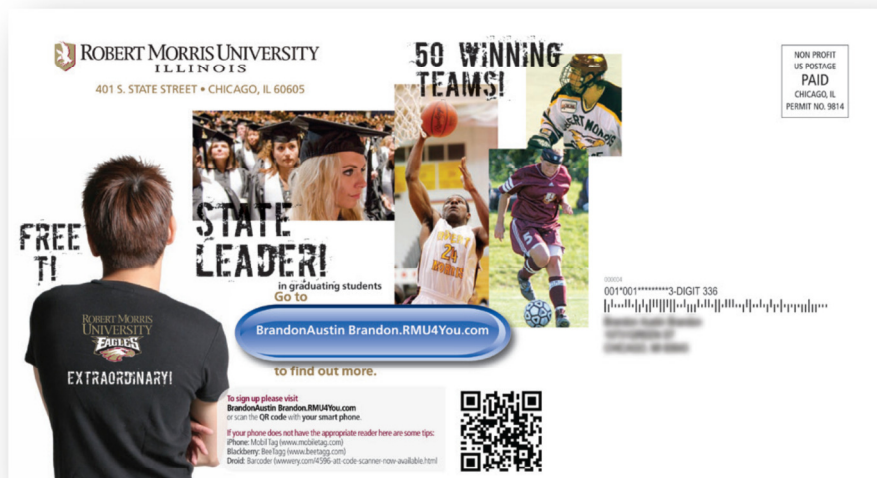
In their first phase, they sought to cleanse their database and to learn some basic information about their young alumni and their interests. The second phase built upon this with mailings segmented by class including news relevant to each class. The third wave included a call to visit Personalized URLs and to donate.

Throughout, the communications touched upon the graduation years, degrees awarded, and other personal information. The campaign used direct mailings, emails and personalized websites. The results were staggering with 23% of the alumni visiting their Personalized URLs and 85% of those completing the online survey.

CHANNELS & TECHNOLOGY

MAIL & EMAIL

Direct mail and email are tremendously powerful channels for personalized communications. Email has the benefit of being inexpensive – and the drawback that this benefit also creates massive marketing email volumes. Personalized direct mail has a greater cost, but when done properly, can drive much better results. Typically one-to-one marketing campaigns have complimentary email and direct mail components.



DIGITAL PRINTING

Digital printing quality has dramatically increased over the past several years while the cost has dropped. It is now difficult to tell whether a high-quality direct marketing piece was produced digitally or on offset – other than when the images, text and addressing are personalized.

CHANNELS & TECHNOLOGY

WEB

Many direct mail and email campaigns drive recipients to personalized landing pages. These landing pages will have forms pre-filled out with the recipient's information. They will also have imagery and textual content that matches the mailings. These personalized landing pages can be used to track interest, capture more information, and further the decision cycle.



PERSONALIZED URLS

Personalized URLs are the web addresses used to link people to their personalized landing pages. These are generated and handled by specialized software to create personal experiences that match the visitor's interests and needs.

CHANNELS & TECHNOLOGY

MOBILE RESPONSE CODES

Look around on cereal boxes, bill boards, buses, postcards or just about anywhere today and you will see odd patterns that look like something a computer would read. You're right. These are mobile response codes designed to be read by smart phones and tablets.



The most popular examples of these mobile response codes are QR Codes®. Most, when scanned by smart phones, will take users to websites far faster than typing web addresses. This can be especially useful for Personalized URLs on printed direct mailings. The recipient simply scans a code on their postcard and their smartphone brings up their personalized website.

THE KEYS TO SUCCESS

One-to-one marketing can range from the simple to the sophisticated, but all successful one-to-one campaigns have the same fundamental elements:

- **An overall marketing strategy**
A good plan can help make even a simple campaign succeed.
- **Good, clean data that is properly segmented**
Save money by clearing out bad addresses and deliver personalized messages based upon accurate information.
- **Great offers – adapted to each segment**
Your offer is where a response decision is made – be sure that your offers are as personal as your messaging and images.
- **Powerful messaging & design – personalized by segment**
Different segments generally require different message – if your messaging doesn't vary, consider combining the segments.
- **A call to action with a simple response mechanism**
This is marketing – ensure the action is clear and easy to do.
- **Tracking, measurement & feedback**
Personalized communication is like a conversation – it evolves over time. Learn what works and what doesn't – then adapt.
- **Follow-up**
You've invested in one-to-one direct marketing – be sure to follow up in a manner that is just as responsive and personal based upon knowing what prospects were sent and how they responded.

MAKING IT HAPPEN

THERE'S A LOT TO KNOW

Effective one-to-one communication can be a powerful tool but it can also be a difficult one to master. There are many more moving parts than in a traditional static approach. Few marketing organizations who learn how to do effective personalized campaigns ever go back to bulk mailings – but many others give up because they found it too difficult to achieve initial success.

LEARN FROM THE EXPERIENCES OF OTHERS

There are a great many examples of what organizations have tried that work along with experiments that didn't. Learn from them and you'll be more likely to encounter greater success with fewer missteps and embarrassments.

WORK WITH SOMEONE WHO'S DONE IT BEFORE

Fortunately, there are companies who do this for a living. Engaging such an organization early in the design phase greatly increases the likelihood of success over hiring them after decisions are final and it is time to print. These companies, who provide marketing services, can offer expert advice on how to segment, how to incorporate variable elements into designs, and how to track and measure success. Involving their expertise from strategy through implementation and tracking is a best practice everyone is encouraged to follow.

CONTENT SOURCES

PODi & CASLON

PODi is a global, member-supported not-for-profit organization with a case study library consisting of over 500 digital printing and marketing case studies from around the world. www.podi.org

Caslon is a consulting company that helps organizations take advantage of new opportunities enabled by digital production printing. This is accomplished through PODi and affiliate management, custom market research, sales and marketing tools, and content development.



SIGNAL GRAPHICS

Signal Graphics provides printing and marketing services designed to help customers meet their business growth objectives. Our products and services support marketing programs focused on building brand awareness, generating leads, and retaining customers. We take an integrated approach to marketing by combining our expertise with multiple media. Services include: digital, offset and variable printing; copying and mailing services; Web to Print online ordering; integrated direct marketing; mobile marketing; promotional products; signs, and more.

