



RESOLVING THE CRISIS IN MARKETING THROUGH ONE-TO-ONE COMMUNICATION

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FOR SMART MARKETING

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Build Relevant Personalized Communications

Companies are reaching the realization that mass communications techniques are not always the best way to establish enduring relationships and revenue with prospects and customers. They need solutions that will communicate to large audiences—one person at a time—to promote products and services in a very personal way that facilitates feedback, dialogue—and purchases.

To create marketing results that are measurable, trackable, and enhance the bottom line, the answer is one-to-one communication. By merging print marketing with web technologies, a true one-to-one communication can be created that delivers measurably higher response rates and increased return on investment.

One-to-one communication allows you to create a relationship, not simply present a solicitation. Personalized marketing campaigns use data to drive communications that are meaningful and coordinate messages across print, email, and web pages to create multiple communication touch-points. Best of all, they provide tracking and reporting to monitor program effectiveness. Meaningful programs that produce revenue can be maintained or enhanced and those which do not can be improved or eliminated. Key tactics include:

- Personalized and versioned mailers - integrated with personal URL landing pages that create immediate interactive communications with the audience.
- Personalized introductions in likely-to-buy scenarios
- Personalized communications used to educate and provide information
- Targeted literature used to promote products and services
- Personalized catalogs adapted to each buyer's unique habits and preferences
- Smart newsletters driven by profile data
- Online ordering tools to expedite sales/reduce conversion costs



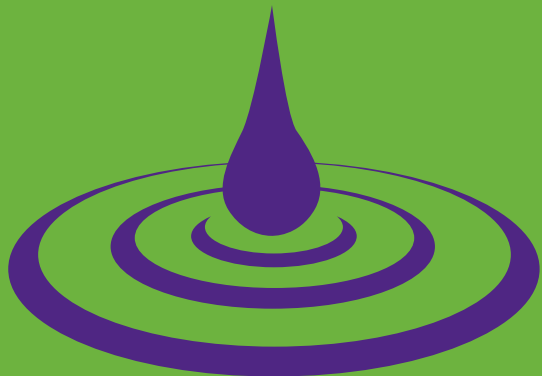
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How One-to-One Communication Works

Using variable data printing, text, graphics and images are combined with information from your database to customize communications for each recipient. Elements are changed from one printed piece to the next without stopping the printing process. Instead of producing 10,000 copies of a single document with a single message, variable data printing can print 10,000 unique documents with customized messages for each prospect or customer.

Merging internet and printing technology, a Personalized URL for every direct mail recipient on your mailing list is created. These personalized web landing pages can be modified based on the recipient's preferences, characteristics and interests. Pre-populated fields enable prospects and customers to instantly respond to offers and make on-the-spot purchases.

Most importantly, these techniques provide the immediate feedback and measurements missing from traditional marketing tactics. You will know exactly which individuals expressed interest by visiting their customized landing page, what action they took and when they acted. These warm leads can be instantly uploaded and delivered to the sales team to dramatically impact sales. Results are tracked with detailed reports that help you demonstrate return on investment and provide a steady flow of interested prospects to your sales team.



“A true one-to-one communication can be created that delivers measurably higher response rates and an increased ROI.”

Harness the Power of Your Database

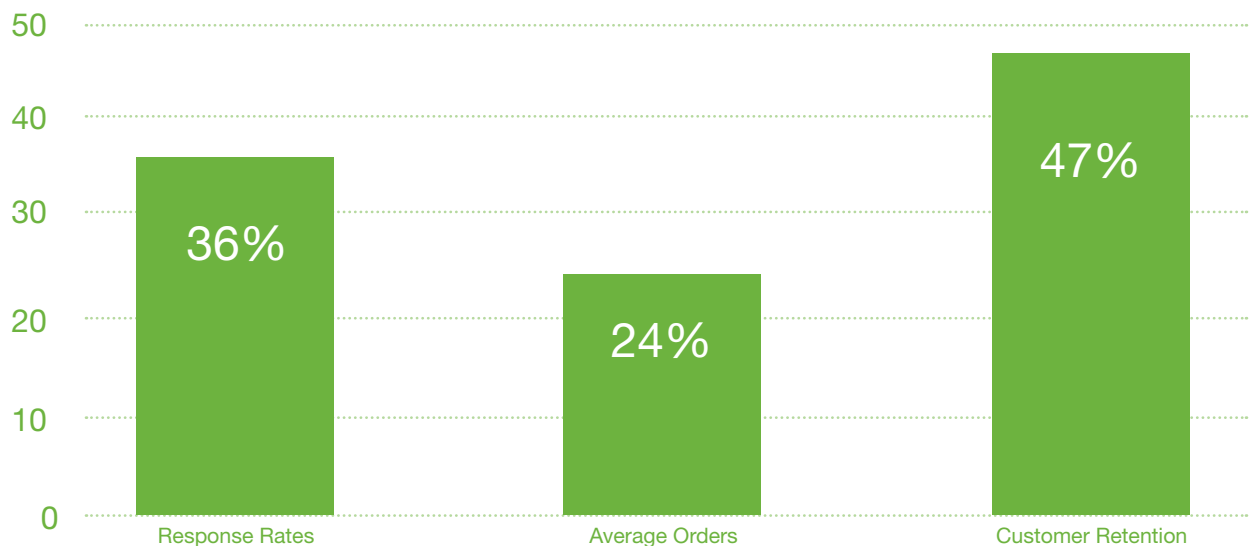
Many businesses are sitting on a gold mine of information that can be used to drive one-to-one communications. Current customers can be mined for:

- Buying patterns and habits to encourage add-on sales
- Earlier re-orders
- Frequent buyer programs and more

Past customers can be encouraged to reconsider your products or services based on past buys. And both of these data bases can be used to define the ideal customer profile for more successful prospecting.

Data mining permits more targeted solicitations to the most likely to buy and the data-driven communications that result in increased personal association and customer loyalty for your firm. By using data to create unique communications for each individual, your efforts will yield:

- More relevant, effective materials
- A reduction in the total number of pieces printed and mailed to control costs
- Improved overall response rates and, ultimately, increased return on investment



Source: CAP Ventures ROI Study Reported in Office Technology Magazine, March 2005

One-to-One Communication Shifts the Paradigm

Traditional marketing budgets focus on cost. Budgets are established, tactics are outlined, line item costs are estimated. Without response measurements, true ROI is impossible to establish. Like Susan, you have all the responsibility but none of the control.

With one-to-one communications, the paradigm shifts from cost per marketing tactic to cost per sale or ROI. For example, let's assume a company sells a product for \$400, has a universe of 100,000 prospects, and has a marketing campaign budget of \$40,000:

	Traditional Marketing	One-to-One
# Prospects	100,000	100,000
Response Rate	2%	10%
# Leads	2000	10,000
# Orders*	300	1,500
Revenues	\$120,000	\$600,000

*Assumes a 15% close rate



Think a 10% response rate is high? A study by CAP Ventures reported response rates of 36%

The New Way to Communicate

The fusion of flexible digital printing that can quickly adapt to the recipient's interests and the rapid expansion of internet technologies will fuel entirely new ways to communicate in the coming years. These dynamic marketing solutions have the power to transform your interactions with clients and prospects while providing you greater impact, lower costs and measurable, trackable results that put you in control of outcomes.

And if you are looking for a strategic partner to help you develop and implement a one-to-one communications plan, look no further than Strategic Guru, Inc. We provide fully integrated solutions that leverage your customer data, our creative strategy and cutting-edge technology to get you to your sales goals.

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