

What is One-to-One Marketing?

WeDo 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. It's 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 landing pages, 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.

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 — Work with Someone Who's Done it Before

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 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.

Fortunately, we do this for a living. We provide marketing services and print and design, and can offer expert advice on how to segment, how to incorporate variable elements into designs, and how to track and measure success. Get us involved in your next one-to-one project from initial strategy through implementation and tracking. We're ready to help you get started.

The right marketing mix can make all the difference. Our experts at PIP can take you from vision to final execution effectively and affordably. **Contact us at pip.com.**