



Important Steps to Grow Your Marketing Three Critical Questions to Ask

All around us, marketers are speaking to us on a more intimate level. The dealership where you bought your car sends you a personalized letter, letting you know what maintenance your car will likely need in the next 30 days. Your local bookstore sends you a personalized postcard, inviting you to a discussion group on a subject related to a book you recently purchased.

This type of personalized communication gets results. So if you want to begin sending your customers relevant, personalized messages like these, where do you begin? What are the first steps you need to take?

You start by asking three basic questions.

1. What are you trying to accomplish?

In order to create relevance, you need to set a specific marketing goal. "To increase sales" isn't sufficient. In the case of the auto dealership, the goal might be to get customers to return to the dealership for their 50,000-mile scheduled maintenance. For the bookstore, it might be to get customers interested in sailing to come to a book signing by a local author specializing in nautical topics.

Once you have a specific marketing objective in mind, you can move on to the next question.

2. What data do you have?

How do you accomplish these marketing goals using personalization? The next step is to understand what data you have to start with. Do you have a customer database? If so, what's in it?

Do you have names and addresses only? Do you have other information, such as email address, past purchase history, or other demographics? Or do you need to start from scratch?

Whatever data you have, print a screen of that data and bring it to us. Let us see what's in there. This will tell us what you have to begin the 1:1 marketing process. It will also tell us whether we need to buy additional lists or append your data to give you more data to work with.

3. Who are you going to send to?

Who's your target audience? If you are selling women's spa treatments, for example, you probably don't want the message to go to the men in your database unless you are prompting them to buy gifts for their wives. You aren't going to send a "thanks for being a valued customer" letter to someone who hasn't purchased from you in two years. You need to decide what cut of your database (or your target list) is going to receive your message.

Once you know how all the elements come together (what you are trying to accomplish, who should receive the message, and what raw materials you have to work with) you can begin crafting a personalization strategy that will reap big results.

Still don't know where to start? Don't sweat it. Contact us at 262-373-4028. That's why we're here.