



**RESOLVING THE
CRISIS IN MARKETING**

WITH ONE TO ONE COMMUNICATION



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 ever 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.

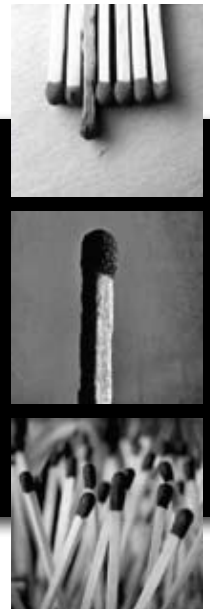
Merging internet and printing technology, a Personalized URL for every direct mail recipient on your mailing list is created. These personalized web landing pages can be modified based on the recipient's preferences, characteristics and interests. Pre-populated fields enable prospects and customers to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

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BUILDING RELEVANT, PERSONALIZED COMMUNICATION



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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. Meaning programs that produce revenue can be maintained/enhanced and those which do not can be improved or eliminated.

KEY TACTICS INCLUDE

PERSONALIZED & 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

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 increase personal association and customer loyalty for your firm. By using data to create unique communications for each individual, your efforts will provide:

- 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

CASE STUDY



Susan manages marketing for the U.S. division of a global company headquartered in Munich, Germany. The company sells three products to the medical industry and Susan is responsible for delivering an additional \$1.5 million in sales for the year. She put together a marketing plan that centered on frequent, local seminars and meetings across the country that would drive prospects to attend, learn about the product, and buy.

Last year, Susan had great success with this plan, exceeding her goals with a relatively small marketing budget. Her reward? Deliver higher sales volumes with the same marketing budget.

But this year, attendance has dramatically dropped off and she is having trouble filling seats. The audience that she has been marketing to seems to no longer have interest in her company's products and Susan is struggling to understand why.

THE BOTTOM LINE

Susan holds the responsibility for driving increased sales but has little control over the outcome of her marketing efforts.

Susan's problem is not unique. Companies everywhere are struggling with funding marketing efforts that don't deliver the hoped-for results. More importantly, typical marketing tactics that are executed cannot often be accurately measured to determine what worked and why.

WHAT DID SHE NEED?

one-to-one communication

Companies are reaching the realization that mass communications techniques are not always the best way to establish enduring relationships/enduring 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 measureable, 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 SHIFTS THE PARADIGM



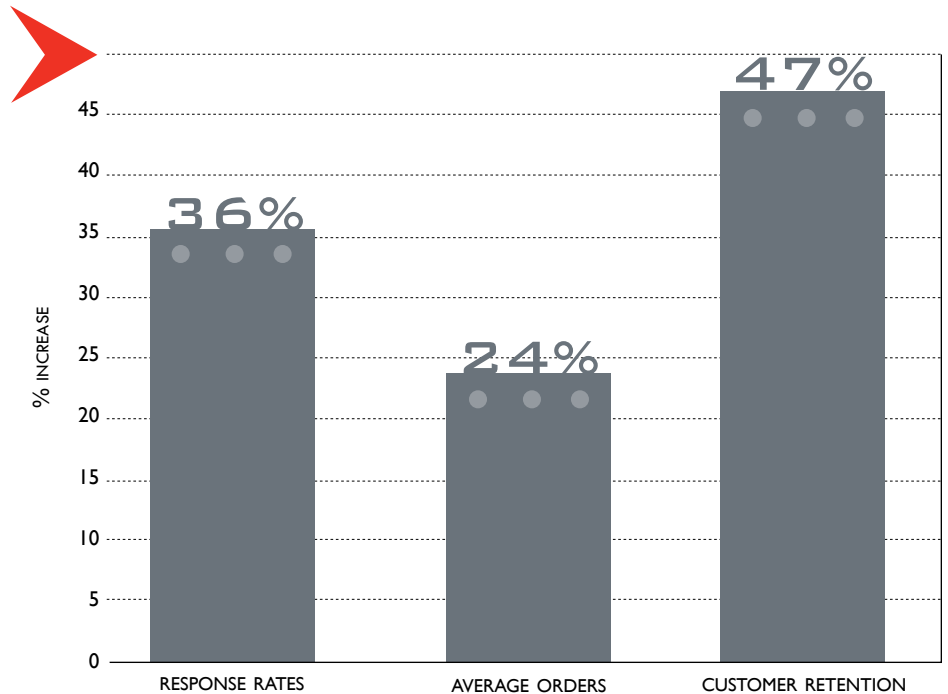
	TRADITIONAL MARKETING	ONE TO ONE
# PROSPECTS	100,000	100,000
RESPONSE RATE	2%	10%
# LEADS	2,000	10,000
# ORDERS*	300	1,500
REVENUES	\$120,000	\$600,000

*ASSUMES A 15% CONVERSION RATE

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. And response translates to sales, which translates to 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:

One-to-one communication allows a more targeted approach that delivers an increase in revenue of \$480,000. Think a 10% response rate is high? A study by CAP Ventures reported response rates of 36%.



SOURCE: CAP VENTURES ROI STUDY REPORTED IN OFFICE TECHNOLOGY MAGAZINE, MARCH 2005

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 Fuse Graphics. We provide fully integrated solutions that leverage your customer data, our creative strategy and cutting-edge technology to get you to your sales goals.

And Susan? She opted to engage Fuse Graphics to implement a one-to-one communication strategy that will generate 200 warm leads for the sales staff and ensure attendance at the rest of the year's seminars. Just as important, the strategy will help Susan understand what messages appeal to her target market and provide tracking and measurement that she can take to senior management to demonstrate ROI for her marketing efforts.

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