



# NET TO ONE

## BULLETIN

John Sample,

## What would you do with \$5 million?

If someone gave you \$5 million to put toward your marketing budget, what would you do with it? This was the question put to three of today's top brand marketers in a webcast sponsored by Peppers & Rogers called "1to1@work." The question was asked of executives at American Association of Retired Persons, British Airways and Saturn.

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- ▶ develop the brand
- ▶ develop a program to talk to their top customers (those who purchase more frequently and spend the most when they do)
- ▶ develop the database infrastructure to increase customer engagement. Get customers involved with the brand so, as marketers, they can talk to them, learn about them and communicate with them
- ▶ learn more about customers and prospects to give themselves a competitive advantage

### Is that what you would do with \$5 million?

It's an intriguing question, and it's important to understand that it doesn't take \$5 million to accomplish many of these goals. In fact, to a great extent, they can be accomplished within the confines of the existing budgets of small and mid-sized marketers. How? Through **1:1 marketing** using **variable data printing**.

Variable data printing uses the information captured in your customer database (even if it's just a basic mailing list) to speak to each recipient on an individual basis. This doesn't require the IT resources of an international corporation. It can be accomplished using something as simple as Microsoft Access or Excel.

Read the case studies at right to learn how variable data printing accomplishes various goals.

### CASE STUDY: THE PEDIATRICIAN

Say a local pediatrician wants to communicate more closely with his customers. On a monthly basis, he might select from his patient database those children who are due for check-ups, vaccinations and other routine procedures. His print provider sends out personalized mailers to each family (protected in a brightly colored envelope for privacy), encouraging them to make an appointment to address their children's individual needs.

One card might say, "It's flu season! Are Emma and Megan at risk from other children at school? Bring them in for vaccinations!" Or maybe, "It's hard to believe—Abigail is turning three! Ensure that she stays healthy for years to come. Make an appointment for a three-year checkup—the lollypop's on us!"

Not only does this remind patients to make appointments, but it builds the brand. A pediatrician with a brand? Absolutely. His brand is that he cares about his patients on a personal level. He knows and cares about their needs, even when they aren't in the office.



### CASE STUDY: THE MARKETER

A marketer wants to use 1:1 marketing to do competitive reconnaissance. An automobile manufacturer asks people about their preferences in automobiles, SUVs or pickup trucks. It gathers data on their likes and their dislikes, what kinds of vehicles they own now and how long they've had them. Then it shares that competitive intelligence with local dealerships, who can then contact those individuals with incentives to visit their locations to test drive the car of their dreams.



### CASE STUDY: THE RETAILER

A retailer wants to boost end-of-month revenues. Since it maintains a loyalty program, it skims off its top customers and makes them feel special. It creates a postcard that greets them by name and thanks them for their purchases. Then, it gives them a personalized "thank you" discount based on their past purchase history.



**These applications are easily within the reach of even the smallest businesses, and yet, they reflect the priorities and success strategies of the largest marketers. And the payoff can be huge.**