The Benefits of Personalized Multichannel Marketing

An introduction to the importance, relevance and benefits of personalized multichannel marketing.
Grow your business, increase your profits and secure your customer base.

Learn how to enhance your core print capabilities with personalized multichannel campaigns and become more valuable to your customers by increasing their marketing success rates and maximizing their returns on investment.

Welcome to Ricoh 1to1 Create

1to1 Create is an all-in-one, cloud-based subscription solution that gives Ricoh production print service providers the templates, tools and resources they need to create personalized multichannel marketing campaigns for their clients – all from a single integrated platform.

It provides commercial and franchise print service providers with an affordable way to quickly and easily create direct mail postcards, brochures, flyers, e-mail blasts, personalized landing pages and more.

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The retail value of color variable data print is expected to reach $18.6 billion by 2016 at a compound annual growth rate (CAGR) of 5.9%.

Source: InfoTrends One-to-One: Meeting Consumer Expectations & Delivering Marketing Results. March 2013

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Why Ricoh 1to1 Create will work for YOU

Advancements in technology and the expanding range of communication platforms have changed the landscape of the traditional print business. As the number of ways to reach consumers rises, the ability to offer personalized multichannel marketing becomes critical to your success. The key to long-term growth is implementing an affordable, low-risk solution that can maximize your current Ricoh equipment, allow you to expand your services into other channels and enhance the way you do business, all while staying true to your core competency – print.

1to1 Create was designed specifically by Ricoh in partnership with PTI Marketing Technologies, USADeata, ExactTarget and PODi to fulfill this need and ensure your business stays in-demand and profitable as our industry continues to evolve. The solution requires minimal training and provides a variety of advantageous offerings: professionally written and designed templates, targeted messaging, invaluable data lists and more.

What is personalized multichannel marketing?

Personalized multichannel marketing is the action of targeting a product or service to an individual or group based on demographics, preferences and purchasing habits, and then using a combination of traditional print and digital channels to reach the desired audience. It allows companies and brands to meet the customer’s needs more effectively and efficiently, making interactions faster and easier. It increases customer satisfaction and the likelihood of desired actions, repeat purchases and visits.

“64.2% of retail market respondents indicate that personalization improves the customer response rate.”

Why personalized multichannel campaigns will work for your customers

Personalized multichannel marketing is not just critical to your success, it’s critical to the success of your customers. Here’s why:

• There is an overload of content, products and services available to consumers nowadays. Marketers need to break through the clutter in ways that customers find meaningful and trustworthy. Personalization does this.

• Competition from local business and online retailers is becoming more intense. Marketers need to find a way to make personalized connections that let consumers feel important. Offering a unique customer experience can make all the difference.

• Marketers recognize the need for a cost-efficient way to promote and connect their various marketing efforts and properties: direct mail, e-mail, Web, etc. A combination of consistent direct and indirect communication channels better connect brand messages – and get a better response.

• Consumers today expect more from their brands and services. They’re familiar with technology and data gathering and appreciate when companies appeal to their preferences across all channels. Personalized data allows marketers to stand out amongst an excess of advertisements. When marketers show a true understanding of customer behavior and engage the consumer, they reap the most rewards.
The advantages of personalized multichannel marketing campaigns

- Improved response rates
- Increased sales
- Stronger brand perceptions
- Increased product trials/trial rates
- Increased repeat purchases/repeat rates
- Increased average revenue per user (ARPU)
- Strengthened loyalty programs

Best practices & tips for executing a successful campaign

**Good data:**
Make sure data comes from good sources, is cleaned and structured with the variable data designer’s input, and utilizes the client’s modeling process for identifying and segmenting desired customers.

**Intelligent use of segmentation and personalization:**
The segmentation, messaging, image and offer personalization needs to be appropriate for whom the content is reaching.

**Make it relevant:**
Throughout the campaign, communications should be meaningful for recipients. By segmenting the target audience, images and copy could be varied to have the most impact on the individual.

**Print, online and social media integration:**
The campaign should have a blend of all/most marketing communication channels, appropriately leveraging the strengths of each.

**Engagement throughout campaign:**
Play an active role in all phases of the campaign, providing key input and suggestions.

**Real time analysis and reaction:**
Use tools to track, analyze, react and respond to the campaign. Use the data to make informed decisions to alter and improve future phases.

**Use data analytics to reduce costs and improve response:**
Campaigns can be highly targeted to a specific group of individuals through the use of analytics. This reduces the number of mail pieces and increases the likelihood of a favorable response.
The key highlights and benefits

**Action & Retention:**

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<tr>
<th>Action</th>
<th>Description</th>
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<tr>
<td>✔️</td>
<td>Personalization accelerates consumer action. Actions are spurred when messages are tailored, relevant and speak directly to needs.</td>
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<tr>
<td>✔️</td>
<td>Personalized multichannel marketing campaigns increase conversion rates. People are more likely to act when the action is made fast and easy.</td>
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<td>✔️</td>
<td>Personalization improves customer retention. Retention is built on relationship and familiarity – two things personalization makes possible.</td>
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<td>✔️</td>
<td>Personalization builds brands. Messages and offers that speak to a customer’s preferences and buying habits help companies establish and build trust with their intended audience. Trust creates sales and improves brand loyalty.</td>
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<td>✔️</td>
<td>Personalization develops relationships. By providing a personalized experience, brands have a real opportunity to capture audience attention, create a consumer-to-brand connection and improve the customer’s overall experience with the product or service being offered. This all leads to loyalty, referrals and repeat purchases.</td>
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<td>✔️</td>
<td>Personalization makes people feel important. It gives consumers the feeling that a brand understands their wants and needs, and helps them feel noticed and needed by the brand – emotional triggers that increase response rates.</td>
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<td>✔️</td>
<td>Personalization welcomes newcomers. Marketers get a stronger start with new customers by immediately showing information relevant to their interests or needs. This improves the customer experience and keeps them coming back even after the first or second purchase.</td>
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<td>✔️</td>
<td>Personalization drives loyalty programs. It helps grow a brand’s consumer database and generate more personalized and individualized messages.</td>
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<td>Personalized follow-up marketing speeds the rate at which a customer returns to a company. Individual communications that recognize a customer’s purchase, interest or visit tend to build long-term relationships, not just one-time consumers.</td>
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45% of the corporate clients interviewed felt that it was extremely important or somewhat important for service providers to offer a comprehensive suite of integrated services.

Marketing efficiencies & returns on investment

Personalization builds a passionate audience and creates brand ambassadors.
When marketers speak directly to their consumers' passions, they generate niche levels of enthusiasm. When personalization is connected to a cross-media campaign that provides consumers with a platform to participate in conversation, brand ambassadors develop organically and enthusiasm is shared on a mass scale.

Personalization streamlines marketing efforts, improves efficiencies and generates a higher return on investment.
By executing personalized campaigns, marketing teams can tailor messages to specific groups: one message no longer has to appeal to all.

Personalized marketing puts data to good use and opens the door to up-sell additional products and services.
When companies understand consumer behaviors, demographics and preferences, it’s easy to increase sales by creating complimentary offerings that are relevant to and welcomed by the consumer.

Personalized marketing enables companies to quickly and easily connect with consumers and grab their attention based on preferences and needs.
This is a bonus for busy consumers who don’t want to dig to find the products and promotions that are most meaningful and relevant to them.

Personalization lowers marketing budgets.
Consumers don’t want to be inundated by marketing communications, especially promotional offers, direct mails and e-mails. When companies tailor the topic, content and timing of their communications, they’re much more likely to spur action. When engagement increases, they’re able to send fewer communications to each subscriber, achieve greater results and lower marketing costs.

Multichannel campaigns increase participation and build brand recognition.
Repeat viewing of targeted promotional offers that include relevant calls to action across different mediums keeps brands top-of-mind and increases response rates. Speaking directly to consumers in a format they can relate to ups the chance of earning their business.

Personalized multichannel marketing improves lead nurturing.
When companies personalize content to people’s interests and behaviors, they make a stronger consumer connection and convert more leads into marketing qualified leads (MQLs) and sales qualified leads (SQLs).

Personalized campaigns enable smarter marketing.
Once a personalized campaign is implemented, a marketer can measure and analyze the results to pinpoint customers most interested in making a purchase.

Personalization makes the most of the marketing dollar.
Statistics show that speaking directly to a customer’s needs considerably increases response rates and returns on investment, which reduce the cost per lead.

Multichannel campaigns take advantage of technologies, such as personalized URLs.
This establishes an easy way for marketers to track and measure what content a person clicks on and how long they spend with that content. Based on this data, a salesperson or a brand representative can follow up with an individual or organization with a tailored offer or call to action.