Executive Summary

The essence of one to one marketing campaigns is relationship marketing. One to one marketing campaigns are a potent tool to enhance lead generation, increase product usage and promote brand awareness. The only significant obstacle for most marketing professionals is the time and expense needed to implement the campaigns and manage the upswing in responses.

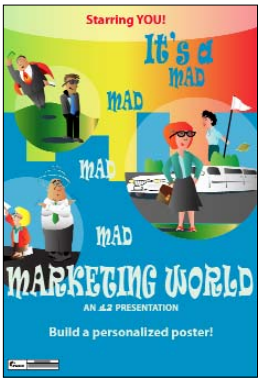
The Challenge

It used to be enough if you sent out a direct mail or email that splashed a prospect's name on the cover. Those times have passed and if marketers want to continue creating successful campaigns, they have to think about:

- Testing their assumptions on what generates responses
- Treating every customer differently (through variable offers, follow-ups and messaging)
- Interactive elements to connect with customers

This white paper will address these issues through L2's execution of a personalized 1:1 marketing campaign and the lessons learned from that process.

The Campaign:



Pictured above left: Mad Marketing Quiz, Pictured above right: static version of Mad Mad Marketing Poster

The *Mad Mad Marketing* application was launched as a way to continually build a relationship with prospects while it singled out those that are likely to be more interested in using its 1:1 personalization software.

The original idea involved a 'Which type of marketer are you?' quiz, where each user would:

- Be asked three questions that would determine their marketing archetype (brains, implementer or seller)
- Be presented with a personalized PDF poster generated real-time
- Be presented with an offer to take a demo of the product

Multi-channel Marketing:

Most marketers make the mistake of only thinking about one channel when they design their campaign. Below is a list of multi-channel risks vs. rewards:

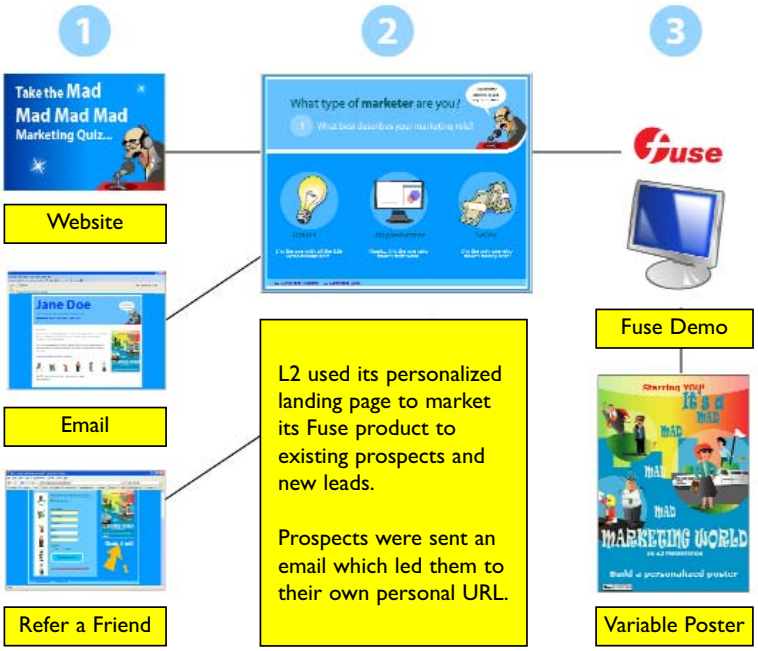
Perceived risks:	**Multi-channel rewards:**
No time to think about a multi-channel approach	A 30% increase in response rates and over 3x increase in ROI*
Process is too complex to execute effectively	Prospects respond to you through their preferred channel
The expense of multi-channel marketing is too high	Stronger customer relationships are built through brand awareness

** Results taken from an average of L2's client's campaigns*

Personalized Direct-mail | Personalized Email | Personalized Web Page

Pictured above: Example of channels corresponding to each prospects preference

Campaign Workflow: *Mad Marketing campaign workflow pictured below*



Application included:

1. A personal URL for existing contacts

2. Static landing pages for visitors from L2's corporate website

3. Email invitation to take the Marketing quiz

4. A personalized poster generated on-demand

5. An option to refer friends to the quiz

Campaign Infrastructure:

L2 designed its mad marketing campaign to demonstrate to prospects L2's capabilities with personal URLs. While the application was designed primarily for distribution via email, it also allowed for lead generation from static channels; visits from its corporate website, Google searches and media sources through a static URL (http://madmarketing.L2soft.com).

This helped L2 use the same application to both strengthen existing relationships while initiating new ones.

Through the campaign, L2 was able to test how prospects responded to various elements in the campaign, quickly make changes to the campaign and increase overall response rates.

Gather Customer Intelligence Based on Responses to Test Campaigns

Patience is a virtue marketers must develop as they begin to launch 1:1 marketing campaigns. L2 intentionally designed its Mad Marketing application as an add-on to a previous poster campaign and wanted to test how receptive prospects would be of the new layout.

Pictured above: sample email from the Mad Marketing campaign

a) Test the Design:

The design was intentionallly cartoony to evoke warm feelings of humor in its prospective customer database. While that helped it stand out from the clutter of emails that L2's prospects were exposed to, L2 knew the design would not appeal as effectively to all prospects. Initial test lists were used to judge the acceptability of the general design.

b) Test the Message:

In its tests, L2 found that while people were visiting their personalized web-page, they were abandoning the page before they viewed their personalized poster. L2's prospects were not seeing what L2 felt was the most important selling point in the application!

In subsequent messages out to their prospects, L2 then changed the focus of the application from a 'find out which mad marketer you are' quiz to the 'build your own personalized poster' concept that they eventually adopted.

This small change increased the number of completions from 38% to 48% and helped ensure that prospects saw the highlight of the marketing campaign.

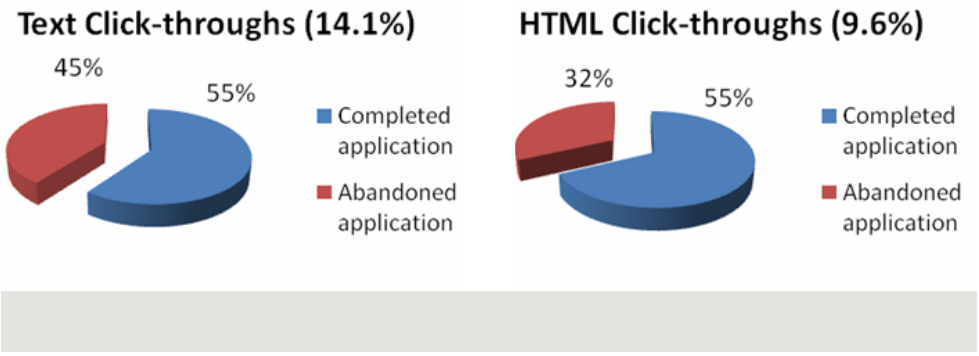
c) Test Email Subjects and Taglines:

1:1 campaign marketers also need to realize the importance of simple ele-

ments like an email subject or a tagline in a poster/ postcard. These sentences are the primary determinants of whether a prospect responds to the campaign.

L2 tested subject lines, email body content and use of imagery. Through this process, they could then use whichever generated the most desired response and adopt it in the rest of the campaign.

For example, L2 tested responses to a text email and one with HTML (with images). They found, that while the text email increased the number of click-throughs to the personal URL, the HTML email tended to produce more quality responses (more people completed the quiz and viewed their poster.)



Pictured above: percentage of people who completed and abandoned their application

Send Different Follow-up Campaigns

Many mass marketers continually send prospects the same offer, in an envelope with the same design, whether the prospect responds or not. This kind of in-your-face marketing is both expensive and ineffective because the same offer and design won't be relevant to all campaign prospects. As a result, the probability of reaching the target market is low.

Marketers that need to keep to a tight budget and meet an ROI requirement cannot afford the expense of mass marketing.

For the 1:1 marketer, anticipating how to follow-up with prospects based on their responses is intrinsic in the planning of marketing campaigns. Metrics that help you decide whether to send a follow-up poster, postcard, offer or reminder email should be determined early for seamless execution.

Interact with Your Prospects

If you have a good product, offer and message, your prospects will want to interact with you. But they won't go out of their way to do so, it has to be a simple and easy process. In this campaign, L2 included a comments box for people to let them know what they thought of the application.

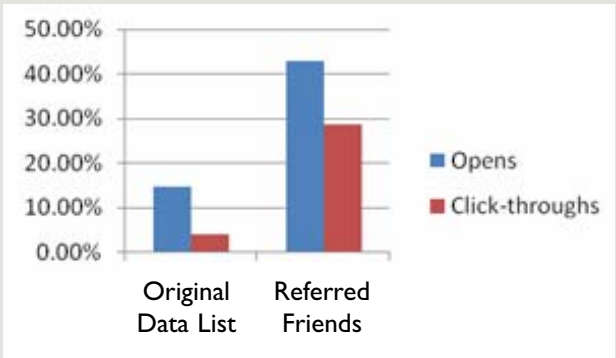
Initially, the comments box was placed as a link at the bottom of the personal URL. No one used it! After L2 moved the comments box to be more prominent on the personal URL and placed it on the welcome back page when the prospect went back to their webpage, they started making comments about the application.

The questions and comments L2 received from the application were also great conversation starters for follow-up sales calls. Coupled with a real-time notification sent to its sales team when someone completes the application, L2 was able to follow-up almost immediately with these prospects.

Let Prospects Generate the Leads

Often when you market your company, brand or product to a list of people you have not contacted previously, you will find that many of them may not be the right decision-makers or might have changed departments.

However, chances are they know who you should be talking to and wouldn't mind referring you to the right people if they like your message.



Pictured above: comparison of original data list responses vs. referred friend responses

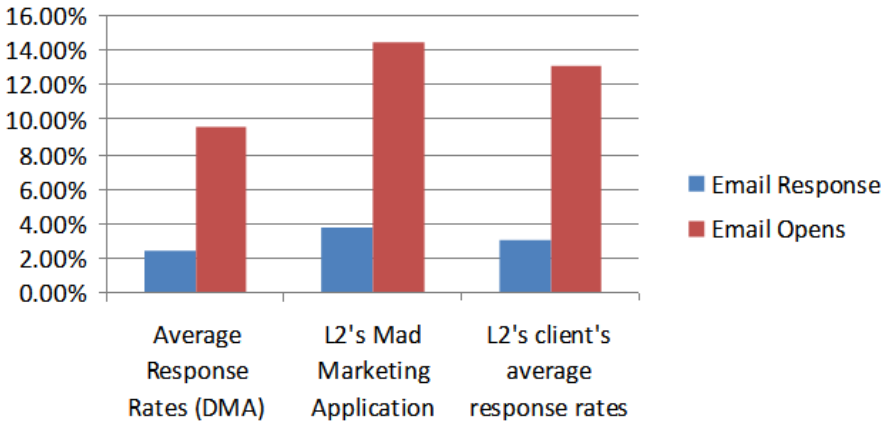
L2 included a simple refer-a-friend function and while the percentage of people who used the function was small, those that used it referred people in their company that were the right ones to consider L2, or who would have an interest in the application.

Having someone they know refer an application to them also increases the likelihood of the referred prospects responding to your message.

L2 saw a 40% response rate to its Mad Marketing application from people who were referred to the campaign – almost 3x the response from the original data list.

Conclusion:

1:1 marketing campaigns are a good way for marketers to increase campaign response rates and enhance the customer experience through multiple channels (direct mail, email, personal URLs, corporate website and web search.)



Direct Marketing Association Average: Taken from 2006 response rate trends report released by the DMA

To get campaign responses above the DMA average, marketers need to do more than designing campaigns and sending them out without any feedback process. As outlined in this whitepaper, 1:1 marketers should involve testing, planning effective follow-up (based on responses) and including interactive elements in their campaigns.

The prize for executing 1:1 campaigns effectively – better leads, stronger messaging and faster conversions.

About L2:

L2 is the provider of Fuse, an on-demand web-based platform designed to create customized marketing campaigns through direct mail, email and the web. Founded in May of 2001, L2 has teams that support both customer and channel engagements which range from quick campaign deployment, to building multi-touch campaigns that nurture leads throughout the sales cycle.

Our clients include Sybase, Acxiom, Optos, Intel, Delta Dental, Kaiser Permanente, The Mahoney Company, HP, Virgin Mobile and The United States Postal Service.

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