

The 3 Stages of PERSONALIZATION

The degree to which we engage with our consumers depends on the level of personalization in our marketing efforts.

But, what is personalization?

Personalization (n):

A means of meeting the customer's needs more effectively and efficiently, making interactions faster and easier and, consequently, increasing customer satisfaction and the likelihood of repeat visits.



STAGE 1

MASS MARKETING

In this stage, companies attempt to appeal to the whole market, and reach as many people as possible, using one strategy or offer.

Traditionally used in:

- Radio
- Television
- Newspapers



PROS

Exposure is maximized. Has the power to reach a larger number of people.

CONS

Has a lower impact on the individual. It's too general to address specific wants and needs.

In an effort to reach consumers on more targeted level, brands began slicing their market into smaller sections and tailoring messaging to each sub-set.



STAGE 2

MESSAGING BY SEGMENT

In this stage, companies divide their audience into segments based on a number of factors. Each strategy is designed to appeal to each segment's specific wants and needs.

Brands segment their audience by:

- Geographical location
- Demographic
- Social behaviors

...and many more. Brands create segments based on their unique marketing objectives and predicted audience behavior.



PRO TIP

Creating buyer personas is another way to effectively section your audience for targeted messaging.



STAGE 3

ONE-TO-ONE

In this stage, marketers make unique product or service offerings based on an individual's previous behaviors.

Also called p-to-p marketing, this stage relies upon digitally gathered information.

The goals of one-on-one marketing are to:

- Build trust
- Engage directly
- Make a personal impact



BENEFITS

- This type of marketing is highly customized. The more a consumer engages with a brand, the more personalized the strategy becomes.
- Brands can connect consumers directly with the products and services most relevant to their individual wants and needs.

PERSONALIZATION IS DRIVEN BY DATA:

Personalization is necessary for successful marketing, and **personalization is impossible** without **data**. The more you know about your customers, the better you can tailor your messages and strategies.

Email Intelligence will help you enhance your communication and achieve one-on-one marketing.



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