



A monthly e-Gram from Harty

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**Printing
Mailing
Data Management
Lettershop & Fulfillment**

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How Well Do You Know Your Customers?

What's the secret to 1:1 printing success? To receiving outstanding results time after time? It can be summed up in a single word: *relevance*. You can "personalize" a document to the teeth—with dozens of variables related to a customer's gender, income, geographic location and more—but in the end, if the document isn't relevant to the recipient, it won't be effective.

So the money question is: How do you ensure that your 1:1 mailings are relevant to the people you are sending them to?

It's simple. You get to know them. If you look at the habits of the industry's most successful marketers, they know everything about their customers. They ask questions. They do customer surveys. They conduct focus groups. They use software that collects customer data and allows them to create detailed profiles of those customers and mine data efficiently.

Making a Difference

How does this information make a difference? Say you are a marketer of women's health products, and you are personalizing direct mailings by name, age and stage of life. You experiment with different variables, changing the product mix by a variety of demographics, but the response remains stubbornly low. Should you write off 1:1 personalization?

Not necessarily. Instead, dig deeper. Say you do a survey to learn more about your customers' lifestyles. As a result of this survey, you find out that a high percentage of your customers are home-schoolers, and while these customers value natural products, their time and finances are restricted by home-schooling costs and activities. You also find that among this group, personal pampering is not a high priority.

Changing the Pitch

Based on this new information, you change your pitch. Instead of focusing on the appeal of these products to the recipient personally, you begin to address this demographic's larger concerns and lifestyle needs. You talk about the cost-effectiveness of natural products in comparison to commercial products. You talk about the ability of these products to boost energy, improve the restfulness of sleep and provide long-term health benefits for growing children. What do you think this—combined with a personalized appeal to each customer and a personalized message based on the age of the family's children—would do to the effectiveness of your marketing pitches?

There is a common saying, "Knowledge is power." That's as true in marketing as it is anywhere else.

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