

Marketing Relevance Imperative

BY SALLIE S. BURNETT

Careful consideration must be paid to crafting messages to the individual. The promise of developing a true one-to-one relationship can be measured only through building relevant messaging to a willing recipient over time. A recent study by Vertis Communication found that 57% of women ages 35-64 prefer that the companies they have expressed an interest in, send them follow-up communication through direct mail pieces that are personalized to their needs. In contrast, 38% of men ages 34-49 prefer generic direct mail when contacted by a company in which they have expressed interest. In short, consumers want companies to deliver on the promise of one-to-one.

This was a key finding from Baltimore-based Vertis Communications' 2007 Customer Focus: Direct Mail study released on Jan. 16, 2007. The survey of 2,500 adults — conducted over the phone in August and September 2006 — measures both general and industry-specific shopping trends.

Other highlights of the study revealed:

85% of women ages 25-44 read printed direct mail pieces. 53% of all women surveyed aged 25-44 who have access to e-mail read e-mail advertisements, a figure consistent with the 54% of respondents who said the same in 2005.

45% of total adults are open to receiving personalized follow-up emails, 52% of men ages 25-34 and 56% percent of women the

same age said e-mail is an acceptable form of follow-up communication.

23% of younger men ages 18-24 surveyed preferred contact via text messages, compared with 5% of women the same age. Direct mail response rates are significantly higher among Hispanics. The number of Hispanics who responded to direct mail rose from 38% in 2003 to 54% in 2007.

63% of consumers surveyed have responded to direct mail campaigns offering a percentage discount on merchandise, up from 54% in 2005.

Marketing relevancy takes a lot more effort, but the results are superior. As stated by John A. Greco Jr., president-CEO of the Direct Marketing Association, "In 2008, as marketers continue to explore the advantages of relevance, responsibility and results embodied in marketing directly, they will improve one-to-one connections with people by tailoring the channel, the content and the timing of each and every individual engagement."



Sallie Burnett leads the strategic marketing field with 16 years' experience in strategic marketing, sales management and customer relationship management. As the founder of Customer Insight Group, she helps her clients utilize customer information to develop customer-centric strategies that drive bottom-line success. Sallie can be contacted at 303-422-9758 or sallie@customerinsightgroup.com.

2008 RMDMA 11th Annual Un-Tournament of Golf

Where: Homestead Golf Course, Lakewood, CO

When: Friday, June 27th

Registration: 7am

Shotgun Start: 8am

Format: 4-person scramble

Price: RMDMA Member: \$105* / Guest \$115

Price Includes: Green fees, cart, range balls, barbecue lunch, countless prizes and giveaway.

Early Bird Special: Be sure to sign up BEFORE June 6th as the member price will go up to \$115 after the 6th.

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