



MARKETING WHITE PAPER



brainfood

Converging business strategy, creative thinking, and new technology

DYNAMIC MARKETING



fabcom
integrated strategic marketing

INTEGRATING E-MARKETING AND DYNAMIC PRINT FOR EFFECTIVE MULTI-CHANNEL MARKETING

With a personalized multi-channel marketing mix of electronic marketing and direct mail, marketers have a simple, powerful way to past, present and future customers.

The solution is automation that integrates customer data, creative assets and business rules to trigger, event, or behavior-based marketing messages. Having all customer data (purchase, behavior, CRM, marketing response) in one database enables marketers to access any information needed to create and track customer contacts through any channel.

Now marketers can respond to specific events in the customer life-cycle on triggers with highly personalized direct mail in real-time.

Dynamically created direct marketing pieces can be developed in a variety of formats, such as variable HTML and video, micro-sites and landing pages, self mailers, and letters to name a few—with a high degree of personalization.

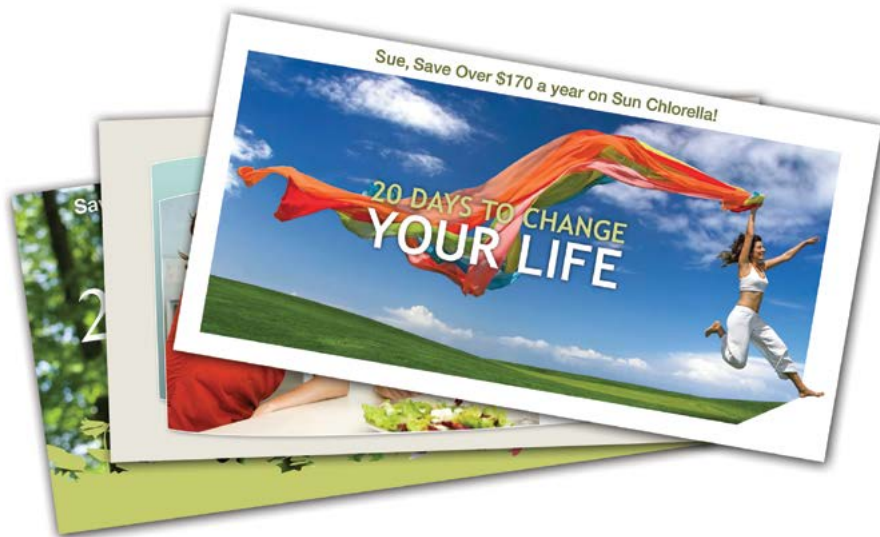
With automation removing most of the labor from the process, the solution is cost effective when considering the reduction in labor and the frequency of messaging that can be created that never could be dreamed of under the old production work flows.

This translates into reaching deep into your "Long Tail" markets with awesome relativity to the customer based on timelessness of the messaging, and that translates in results.



When integrated with cross-channel electronic campaigns, this approach drives better results than either print or e-marketing alone. (PODI, a digital printing trade association, estimates 22-26% increase in response rate percentages depending on the study.) The hidden benefit (besides more conversions) to cross-channel integrations is that the same flexible and convenient reporting is available for web metrics and can now be reported for any campaign, in any channel via our new custom dashboards, giving you the best of both worlds. An established business rule could send personalized direct mail to that customer after any set period.

A personalized URL, micro-site, coupon code or barcode can be generated for every marketing Touch, enabling the marketer to track the response and deliverability of the marketing on-and off-line. The barcode could also make it quick and easy to deal with any sales campaign integrations. Scanning the barcode would instantly update the database with the fact that the customer's address is no longer effective.



Personalized Direct Mail

The Benefits of Integrating Personalized Dynamic Marketing in a Multi-Channel Strategy

Integrating dynamic marketing in your multi-channel marketing strategy provides numerous benefits, including:

Quickly reengages customers:

When an online/offline customer can't be reached, actions are taken to re-engage that customer before they have time to develop a strong attachment to any competitor. Instead of expensive bulk mailings, multi-channel marketing with dynamic direct marketing enables marketers to send individual, highly targeted messages at the most appropriate point in the customer's life-cycle.

Reduces effort and costs via automation:

Pre-designed creative assets and pre-programmed business rules can be merged with segmented or siloed customer data to save massive amounts of labor. This frees up marketing managers from overseeing every campaign detail month in and month out and enables them to focus on the higher-level decisions, such as how to respond best to specific actions in a customer's life-cycle, measuring their ROI and making the adjustments to pull through more customers. The result is a much less time-consuming process for engaging or re-engaging lost customers.

Generates quick payback on a modest investment:

The cost to contact each customer with a dynamic Integrated marketing is modest. The marketer can easily monitor the payback with real time reporting dashboards that link every action with every reaction from the customer. The faster a customer is reacquired, the less time that customer has to shop elsewhere, so the fewer purchases are lost.

Personalizing Your Print Campaign: Dynamic print, and personal URLs, enables marketers to send individual, highly targeted messages at the most appropriate point in the customer's life-cycle.



How Multi-Channel Marketing With Dynamic Print Works

A certain customer behavior, lack of behavior or event in the customer life-cycle triggers a preprogrammed business rule to execute a dynamically produced marketing piece. Let's suppose a customer has not opened any e-mail promotions for 60 days, so a business rule specifies that it's time to send out a "we-miss-you" direct marketing touch on-and off-line. The dynamic marketing and FabCom's "end to end" CRM platform is called into action. A scheduled process runs a database query looking for any customers who have not opened any e-mail in the past 60 days. If customers are found, their postal addresses are collected, along with any other relevant data to be used during the publishing step.

The selected target audience is queued up automatically prepared and passed to the dynamic marketing platform. This preparation includes on the fly delivery validation. If it is an electronic piece of marketing the right system can auto detect desktop filters to send a HTML or automated text to the desktop, PDA, phone, or an off-line print piece—all depending on the most effective delivery method for that target. During the creative phase, a design nomenclature is set up and variable data fields are mapped. Nearly every element of the strategy and creative, including type, color scheme or even the graphical or visual imagery can be dynamically driven by data supplied with the target audience. Once this step is completed, the process moves into automated production. Here, the target audience data is merged with its corresponding messaging nomenclature and sent to production.

The entire automated process runs in a continuous cycle, producing personalized, relevant messages with a higher likelihood of engaging the customer. The secret to effective, profitable integration of email, collateral, direct mail, web marketing, TV, radio, text and PDA messaging is working with companies that have the experience to leverage best of class business, marketing and creative strategies with leading-edge technologies.

The journey that was not feasible three years ago is now not only possible, but practical. The best integrated marketing firms can have your company operational and leveraging all your marketing and customer assets to yield increased response rates and higher ROI in 60 days or less. This includes a real time marketing dashboard that aggregates all your marketing activities and provides instant accountability.

About the Author

Brian Fabiano is the CEO and founder of FabCom, a full-service strategic integrated marketing and advertising agency with offices in Scottsdale/Phoenix, Los Angeles, Seattle and O'ahu. He is a nationally recognized innovator, advertising and marketing industry leader, author and speaker, whose insights in dynamic **cross-channel cross-media messaging, business intelligence, strategic planning, positioning, brand mapping, and segmentation/database marketing** are sought by corporations and trade associations alike.

He is now working on his second book on the convergence of technology and marketing strategy, after the resounding success of his first book, *Neuromarketology: How to Develop, Implement and Manage Dynamic, Real-Time, Cross-Channel Marketing Campaigns that Generate Astonishing ROI*. This is the second book in the planned trilogy and will delve deeply into the connection between Neuromarketology™ and the contemporary convergence of artificial intelligence, dynamic messaging, and Distributed Customer Experiences™, driven by Blockchain technology.

FabCom is a full-service strategic marketing, PR, and advertising firm

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*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.

