



GMC Article

Ensuring the Effectiveness of Personalized Communications

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Ensuring the Effectiveness of Personalized Communications



Seek a single platform for all promotional, transactional and transpromo communications

Personalization, one-to-one marketing, target marketing – whatever you call it, the concept is not new. But the means to make it more effective are more powerful than ever before.

Personalization helps you reach your best audience and compete in a crowded, noisy market. It is a way to show customers they are more than just an account number. Sometimes a sale is too complex for a one-note message and must target the appeal to each customer. Customers are more sophisticated and pressed for time, so they will only pay attention to what is meaningful to them. Fragmentation of markets and proliferation of media channels also require more sophistication in targeting and reaching key audiences.

Not surprisingly, in this environment, broad, fixed messaging doesn't work anymore. According to industry analysts at InfoTrends, only 30.5 percent of the direct mail consumers receive is personalized with content they find useful. What a waste of marketing budget if your static campaign is perceived as undesirable before it is even mailed!

Getting to the Goal

The goal is to build a relationship with each customer. Strong relationships – whether personal or business – are based on communication, and you can't communicate effectively by saying the same thing to everyone. Like personal interaction, personalized marketing communications must be relevant and sincere. Effective personalization is visually attractive with compelling content, and it must lead to something – a sale, a reply, a registration, a download, whatever moves the recipient to the next step in the process.

Personalized communication should maintain the same level of attention and consistency at all times and at all touch points. Your customers will notice when your messages or campaigns seem disjointed, and this typically happens when different areas of your business or different communications channels are not synchronized.

Consistency is possible when all your variable documents are created using the same platform. Different groups can still compose and send their own documents, but now content is controlled and organized. A centralized repository of copy, images and other variable content helps keep all communication on the same page.

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**Bringing It All Together**

As personalization becomes more sophisticated, the variable content can come from multiple sources. Customized images based on customer demographics might come from one archive. Targeted offer copy and regulatory content from another, while the contact information and account number resides in a separate database. A robust, intelligent composition engine like the PrintNet Suite from GMC Software Technology can bring all the elements together appropriately for any variable document.

As you add personalization to your marketing strategy or upgrade your existing efforts, invest in software that makes the process streamlined and productive. The key is a software platform that can help you create and personalize all your variable documents, then coordinate and route properly composed files for production and output through multiple channels. A complete platform like PrintNet can manage all your data input and handling requirements, provide a single source for print and electronic personalized design, and even help you with online personalization and responses to event-driven communications like registrations and applications. In addition, it can easily integrate with your enterprise web services architecture, as well as your content management and customer resource management systems. Look for capabilities like these in your personalized communication tools, and you will be well prepared to ensure the effectiveness of your personalized communications.

GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications.

We offer exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. GMC serves thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month – including direct mail, statements, bills, policies, catalogs, correspondence and trans-promo materials.

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