

Improve Customer Communication with Personalized Marketing

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Last month I wrote about the impact of social media on brand awareness. I'd like to now expand that discussion to another tactic in the communication mix – marketing. The overwhelming creation and distribution of information is speeding up, setting up a challenge for marketers to deliver personalized, relevant material to each recipient in real time.

Striking the right mix of tactics with the right message is the key to effectively reaching and motivating a target audience to make a purchasing decision. Every interaction at every point of contact must result in a positive impression of your brand.

Many organizations simply don't have the in-house man power, expertise or technology needed to keep pace in this connected world. Add to that increasing pressure to demonstrate that marketing dollars equate to tangible results, and it's easy to understand why teaming with a digital marketing partner is becoming a popular decision. A partner with the expertise to tackle the challenge can help reduce operational costs without halting revenue generation or customer satisfaction.

A marketing partner will work with the organization to:

- Learn the customer base and target audience to understand what they want today and tomorrow.
- Collect and analyze client data from in-house systems, company websites, marketing and sales campaigns, and strategic initiatives to determine the communication channels that are most appropriate for a target market.
- Develop effective and creative imagery, messaging, and targets for marketing outreach.
- Measure how well a campaign is performing and help determine where exactly it needs refinement along the way.
- Test concepts and analyze live results.

Marketers are constantly reengineering communication processes, because if done right, it can dramatically boost customer retention and enhance the brand. Partnering with a trusted marketing services provider is the most expedient way to simplify, centralize and address marketing challenges to deliver the maximum return on investment.

For more advice or information about Xerox's involvement in Greater Philadelphia, please call us at 717-554-2821 or email us at Christen.Snyder@xerox.com.