

One-To-One eMail Marketing

A Media Synergies White Paper

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Introduction

Marketers undisputedly agree that online direct marketing works. It's the fastest, cost effective way to acquire new customers and maximize the profitability of existing customers through effective one-to-one eMail marketing.

The Sukhothai Hotel Bangkok, Overseas Estates, The Sentosa Resort and Spa Singapore and **Food By Phone Bangkok** already know about the power of one-to-one eMail marketing. Media Synergies helps these and other companies create online direct marketing programs that drive revenue, influence behavior and deepen customer relationships.

Implementing effective permission-based eMail campaigns – especially sophisticated one-to-one programs that reach individual recipients with unique, personalised messages is extremely complex. An eMail marketing campaign that delivers maximum results requires a combination of advanced technology and expertise. For companies managing their campaigns face a daunting task. Media Synergies works with companies, to manage online direct marketing effectively.

This Media Synergies paper explains, how online direct marketing can help you acquire new customers, maximise the profitability of existing customers and maximise the ROI of an online direct marketing campaign.

What is One-to-One eMail Marketing?

Ask four marketers what the term "one-to-one eMail marketing" means and you will probably get four different answers. One will tell you that adding a personalised salutation such as "Dear Henry" is the one-to-one answer. Another will say it is detecting whether the recipient can receive html or just plain text eMail and then sending the message in the correct format. A third person will claim targeting and segmenting groups within the database and a fourth says the term means sending targeted content. While all these answers seem logical, and that personalisation, formatting and database segmentation form the basis of one-to-one eMail marketing, we at Media Synergies (and other companies in the eBusiness arena) use this definition:

One-to-One Marketing is the ability to send unique, dynamically generated content to customers who have asked to receive it.

Personalisation Spectrum:

No Personalisation:

- Billboards
- TV Commercials
- Magazine Ads

Format Optimisation:

- HTML vs. text

Personalised Salutation:

- "Dear Henry"

Segmented Content:

- Age Groups
- Customers vs. Non Customers

One-to-One eMail:

- Unique, dynamically generated eMails

What the Customers want

One-to-One Marketing is not new!

Do you remember your local shopkeeper who knew all his customers by name? Each time a customer came to his shop, he listened to their comments, remembered their requests, and even kept a record of what they bought. With that information, the shopkeeper would recommend specific items – according to their stated requests and buying behavior – in turn he would sell more products and increase customer loyalty. In reality the shopkeeper was proving that one-to-one works; the difference today is that the number of customers could run into thousands or more.

Profile-based and Behavior-based One-to-One Marketing

Just like the shopkeeper, online direct marketers gather information about what customers want. This is done in two ways: by what the customers say and by what they do. This is called profile-based one-to-one and behavior-based one-to-one, respectively.

“Profile-based one-to-one” is where the customers provide explicit information about their interests and preferences. This is normally via a subscription or registration web page. They subsequently receive eMails that correspond to their interests and preferences. In other words, giving customers what they say they want.

“Behavior-based one-to-one” means that companies observe customer behavior, from online store purchases or from eMail click history. The company then sends eMails matching the customer’s implicit preferences.

“Suggestive selling, personalisation and targeted communications represent revolutionary capabilities that we believe are becoming a ‘must-have’ for successful online marketing.”

- Hambrecht & Quist Research Report

Solutions from Media Synergies

Flexible Solutions-Maximum Control

We offer our online direct marketing solutions through a flexible model that allows you to take advantage of our eBusiness model and technology infrastructure without the cost and hassle of building these systems in-house. We also enable you to choose the level of service you need. For example you can select a hybrid model to manage your message delivery or together with Media Synergies create a profile-based one-to-one campaign.

Companies with existing Websites that incorporate the required technology can "bolt in" the Media Synergies One-To-One Modules. Working with your Web Development team, the modules are then customized to work with your model.

Outsourcing to Media Synergies, companies can enjoy management of subscriptions and campaign execution through an online control panel without giving up security and control.

Media Synergies offers an easy to use, powerful and cost effective eMail Marketing service for business and marketing professionals. You can choose a pre-made HTML eMail Template (from a template library). Simple editing allows your company to create an attractive digital catalogue (HTML eMail or newsletter). No HTML skills are required. If you need special template designs just for your company, our customisation template service is ready for you.

On-line list database can be created by our upload services. You can access and manage your on-line database anytime, anywhere. There is no limitation to your business expansion. A ready to use Web Site Visitor eMail List Builder is prepared for your site. Your visitors can subscribe to your services from the eMail List Builder. Subscriber information will be automatically added to your on-line database. You can now send your campaigns.

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