

ONE-TO-ONE MARKETING

Jamie Turner

Author | Assistant Professor | CEO



There's a revolution happening in marketing



It's bigger than the advent of TV, the introduction of cable, or the impact of the internet.

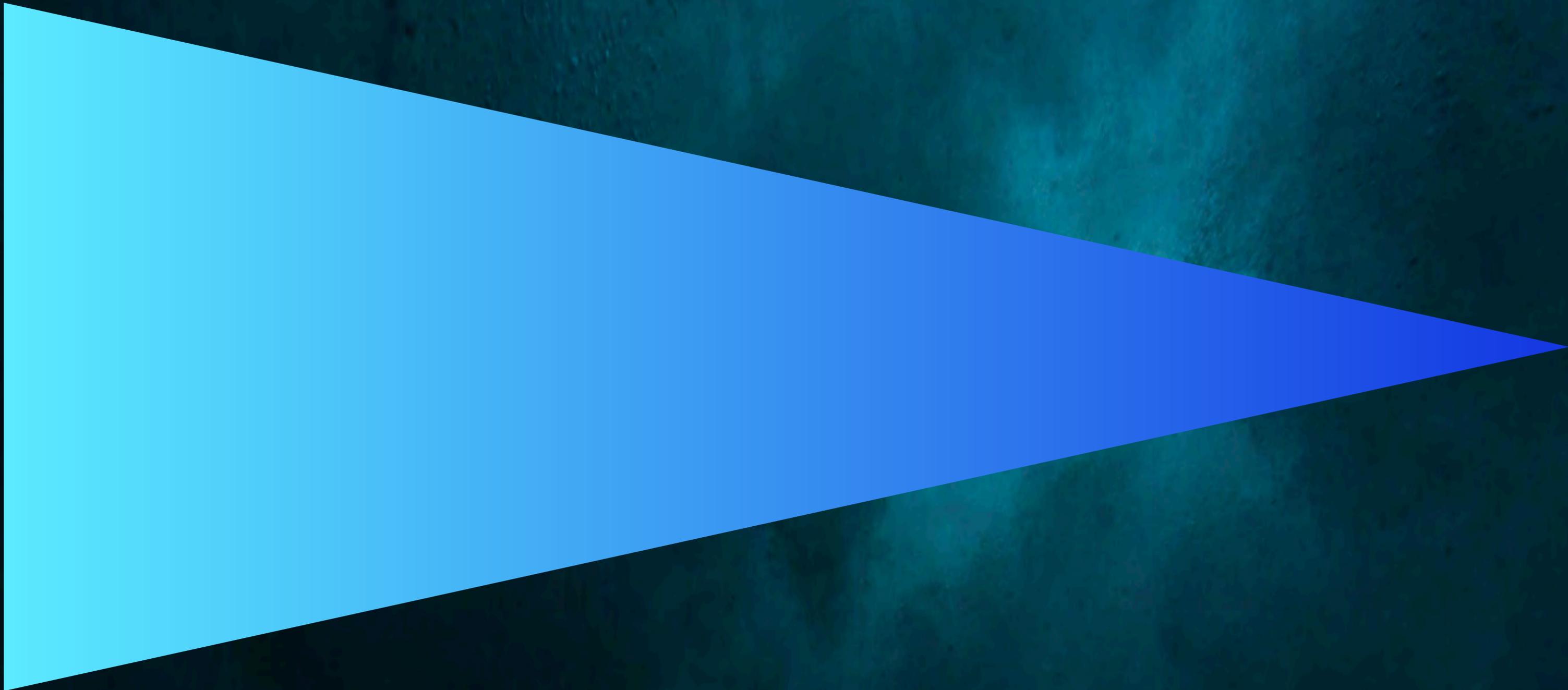
It's called one-to-one marketing

And it provides marketers the opportunity to analyze data, create customer profiles, hyper-target ads to those customers, and then track whether or not they eventually purchased the product.



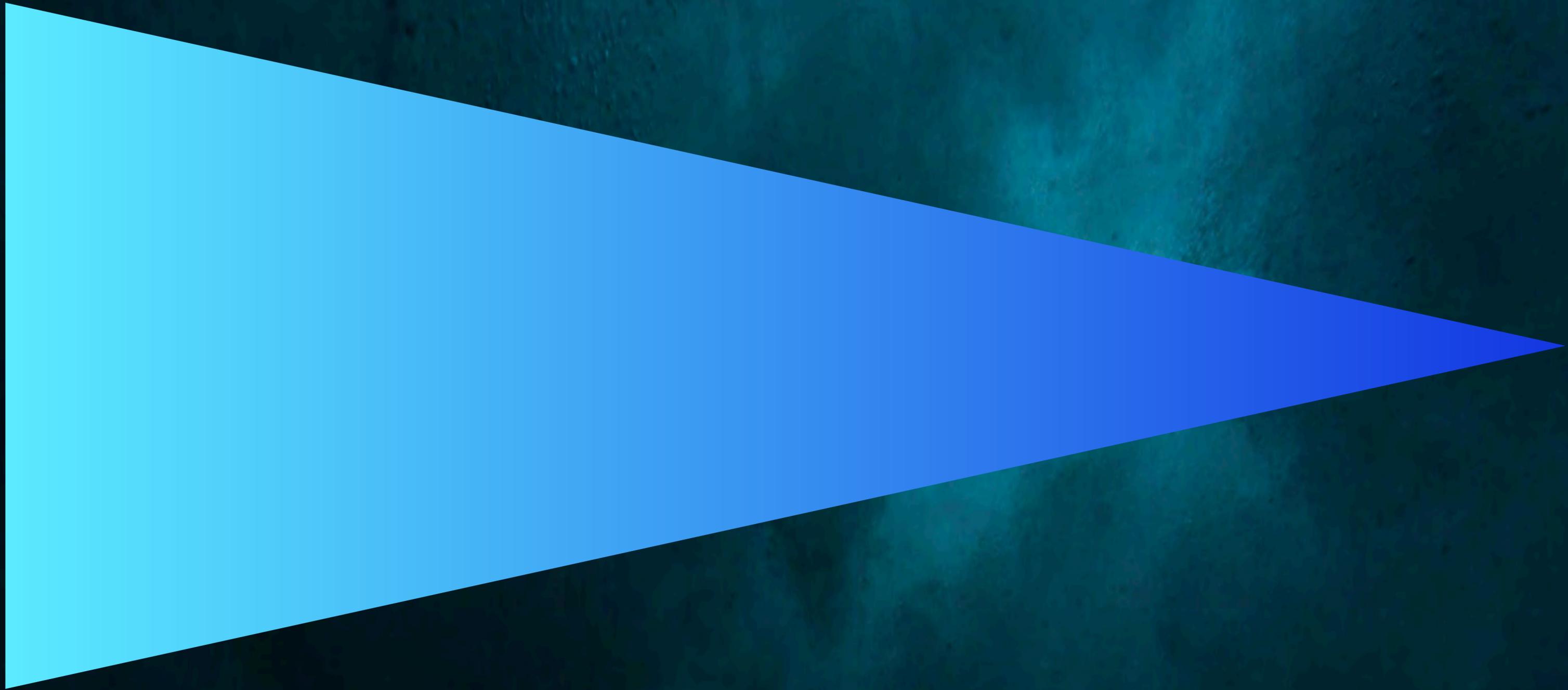
1950s

Today



1950s

Today



Broadcast

Narrowcast



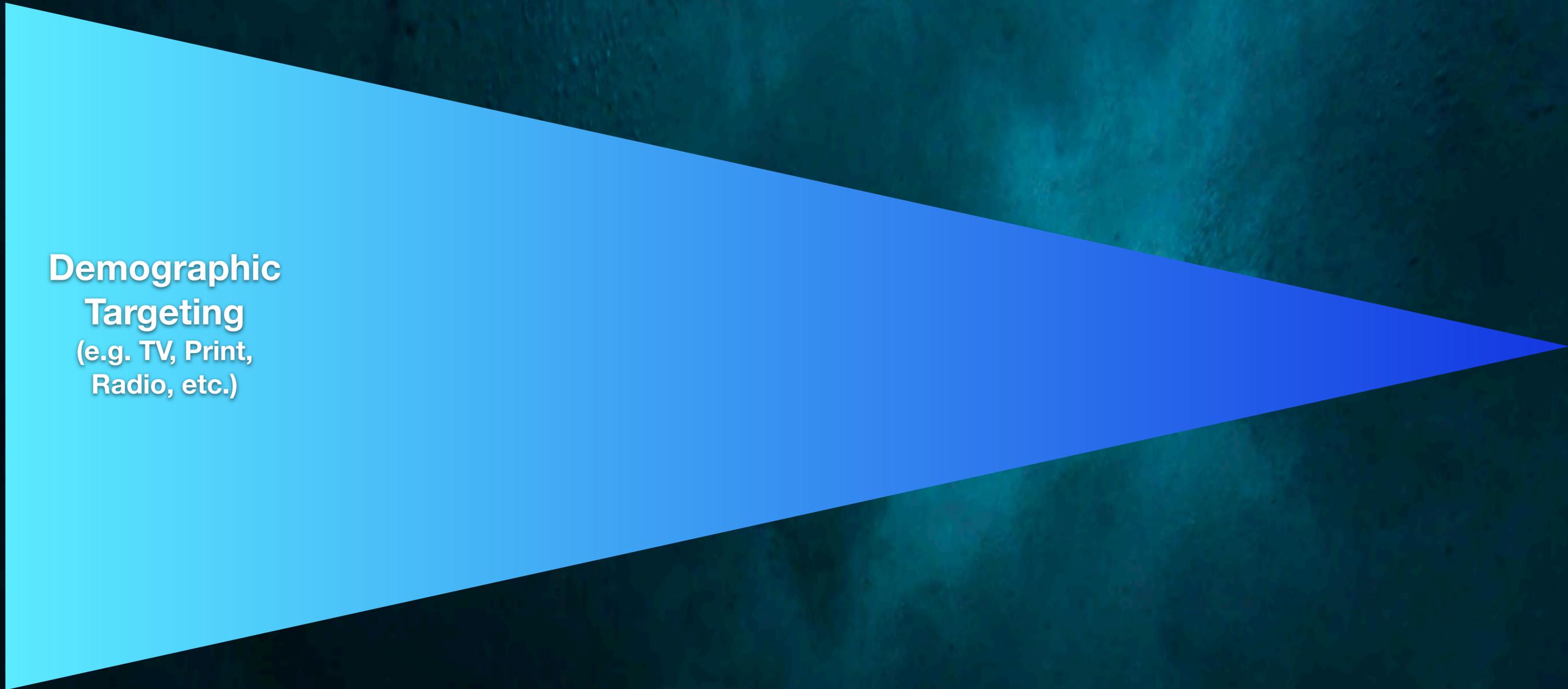
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Today

Demographic Targeting
(e.g. TV, Print, Radio, etc.)

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Database Targeting
(e.g., Direct Mail, Direct Response TV, etc.)

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Behavioral Targeting
(e.g., Paid Search, Paid Social Media, Email Marketing, Chatbots, etc.)

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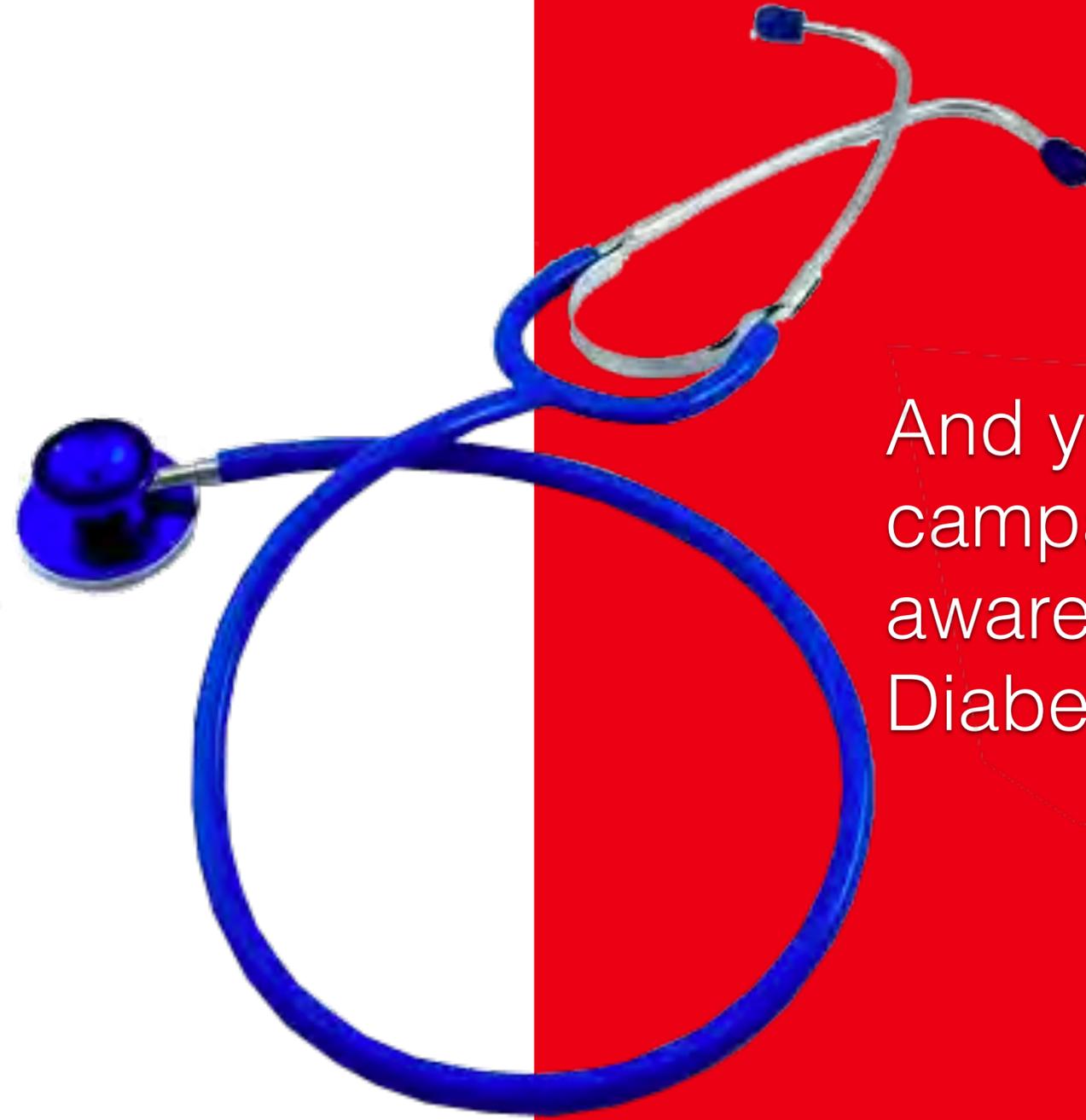
One-to-One Targeting
(e.g., Addressable TV, Facial Recognition, Mobile Device Targeting, Dynamic Creative Optimization, Smart Speakers, etc.)

Broadcast

Narrowcast

CASE STUDY

Imagine you're
a pharmaceutical
company



And you want to send an ad
campaign that builds
awareness for a Type 2
Diabetes medicine in Atlanta

123 Smith
Street



124 Smith
Street



125 Smith
Street



Has a high likelihood



123 Smith Street



Has a low likelihood



124 Smith Street



Has extremely low likelihood



125 Smith Street



Has a high likelihood



123 Smith Street



Short-term, action-oriented campaign

Has a low likelihood



124 Smith Street



Has extremely low likelihood



125 Smith Street



Has a high likelihood



123 Smith Street



Short-term, action-oriented campaign

Has a low likelihood



124 Smith Street



Long-term, awareness-building campaign

Has extremely low likelihood



125 Smith Street



Has a high likelihood



123 Smith Street



Short-term, action-oriented campaign

Has a low likelihood



124 Smith Street



Long-term, awareness-building campaign

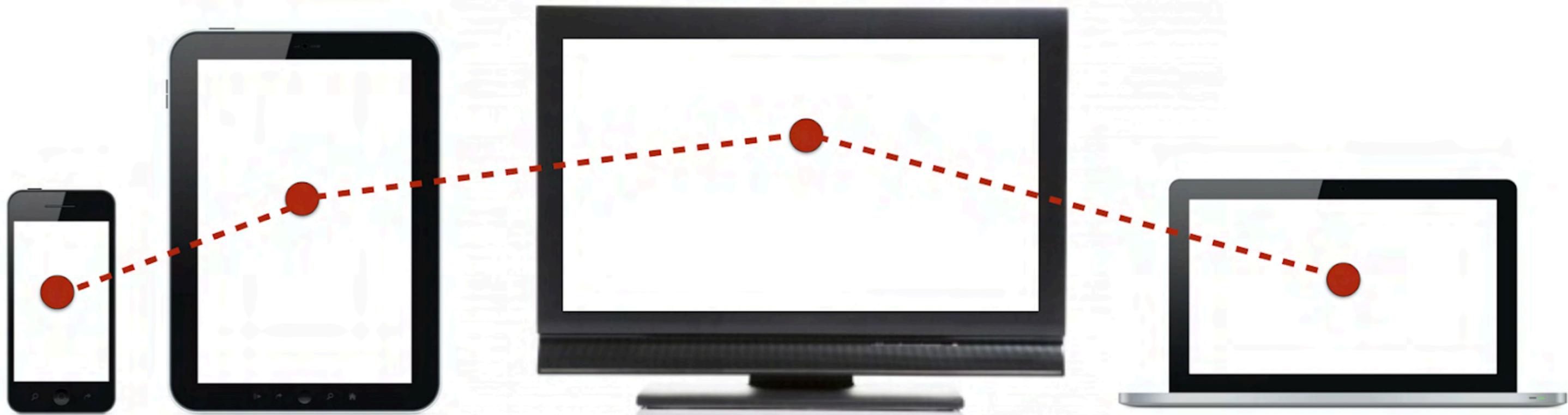
Has extremely low likelihood



125 Smith Street

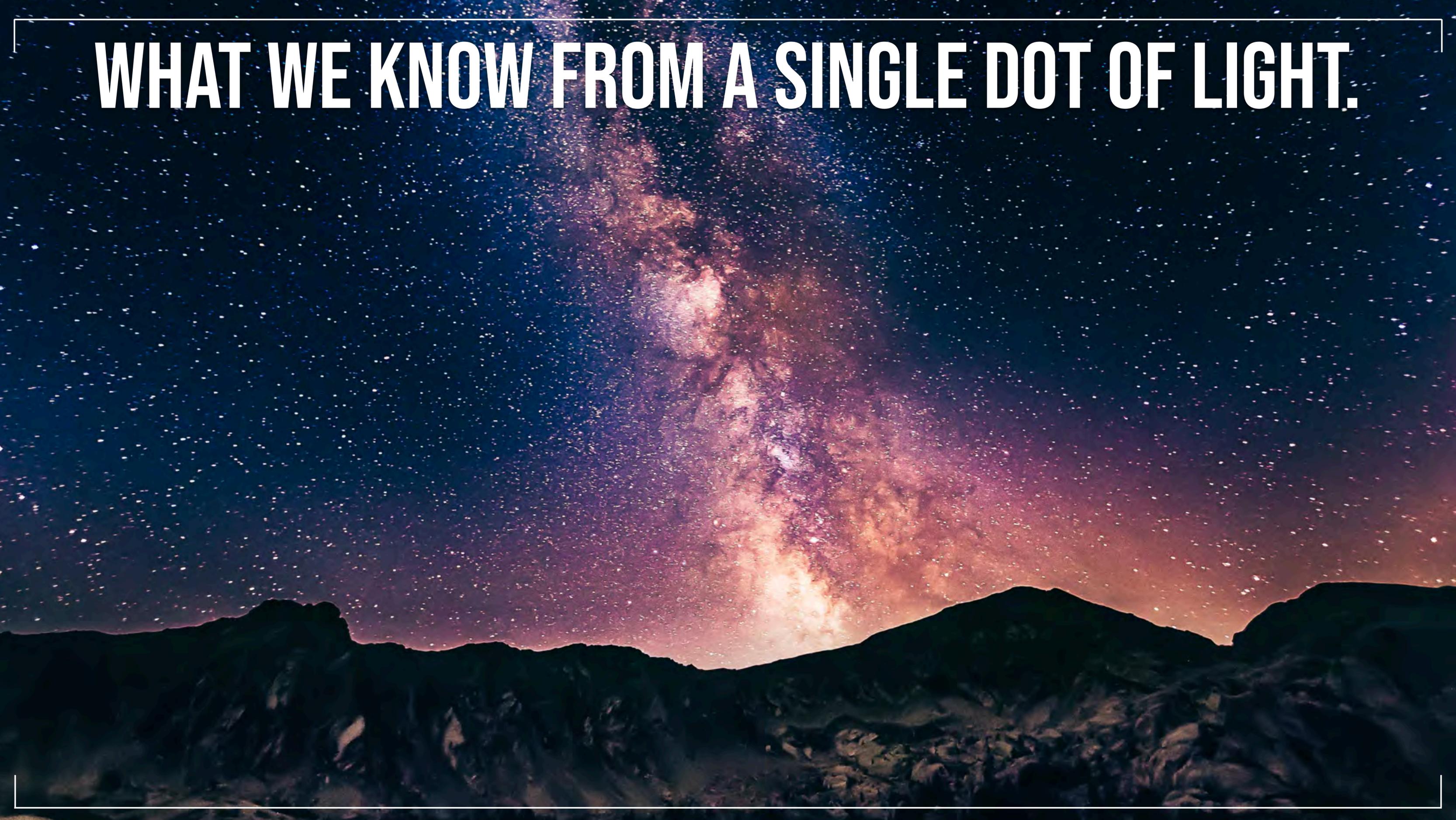


~~NO CAMPAIGN~~



HOW CAN WE DO THIS?

WHAT WE KNOW FROM A SINGLE DOT OF LIGHT.



WHAT WE KNOW FROM A SINGLE DOT OF LIGHT.

- What its chemical composition is
- How old it is
- When it will die
- Whether there are black holes nearby
- How old it is compared to the universe
- How big it is
- Whether or not it has planets around it
- Whether those planets might support life
- What galaxy it is part of
- Where the star is located
- How far away it is
- What temperature the star is
- What kind of star it is
- What stars are nearby
- Whether those stars are gravitationally attached
- Where it falls on the H-K spectrum
- How soon it will become a supernova
- How similar it is to our own star
- How many other stars are in its neighborhood
- When the star will run out of fuel
- What the temperature of the star is
- What the mass of the star is

WHAT WE CAN KNOW ABOUT A SINGLE INDIVIDUAL.

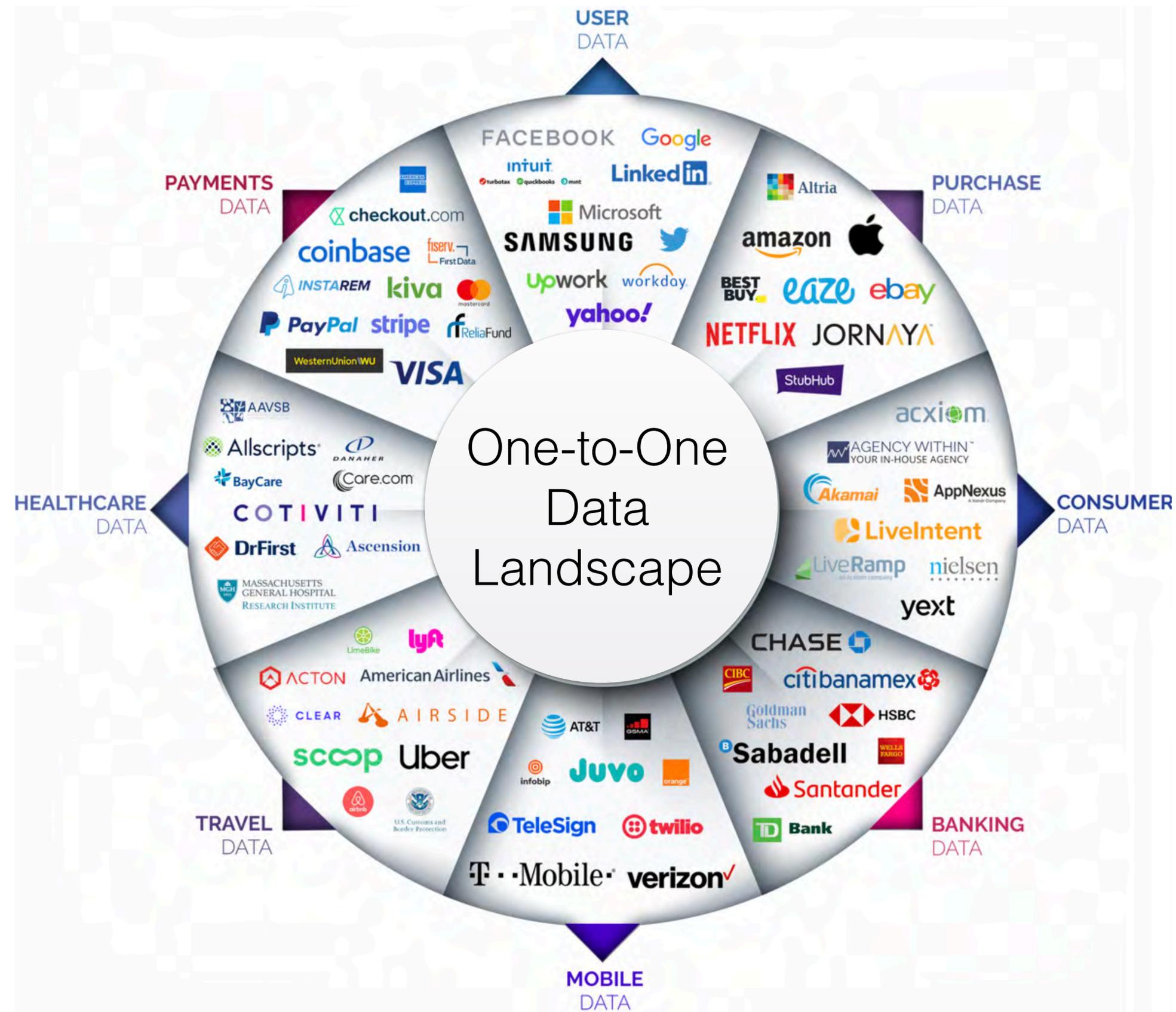


WHAT WE CAN KNOW ABOUT A SINGLE INDIVIDUAL.

- Where they shop for groceries
- What they watch on TV
- Whether they like Coca-Cola or Pepsi
- Where they went on vacation
- What their credit score is
- Where they bank
- What kind of car they drive
- Where they live
- What their birthdate is
- Whether they like white wine or red wine
- How many children they have
- When they're going to buy their next car
- Whether they will default on their next loan
- Whether they've ever been arrested
- How many accidents they've had
- Where they're planning on going for vacation
- What TV shows they watch
- Whether they like opera or tennis or football
- When they probably broke up a relationship
- When they probably got back together again



**WHERE DO WE
GET THE DATA?**



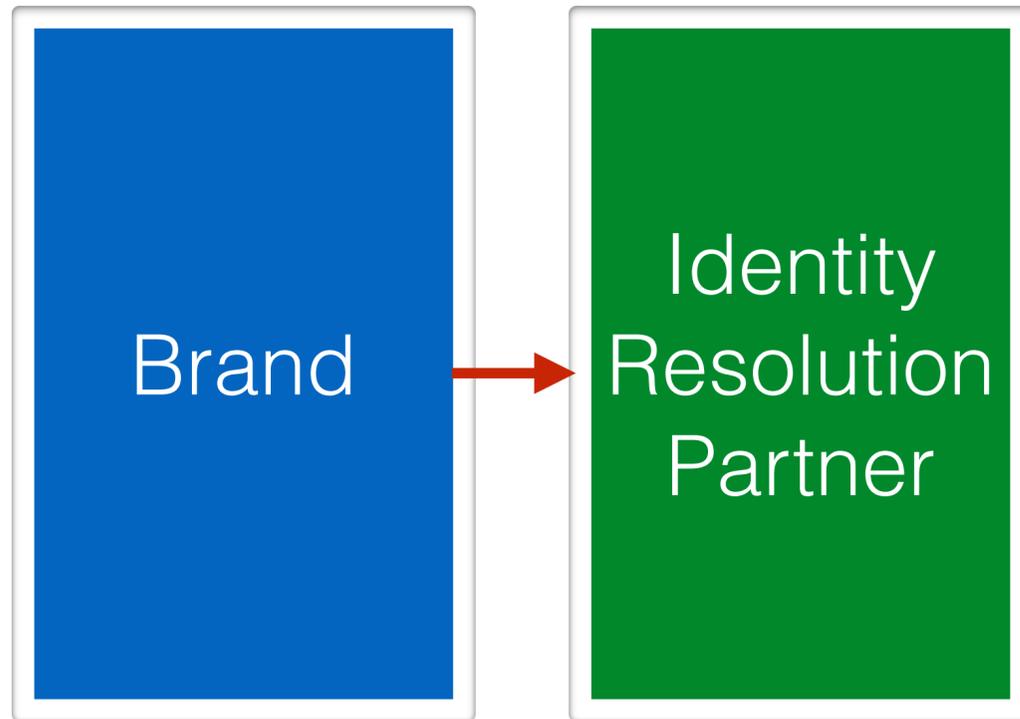
**LET'S TAKE A LOOK AT
THE ONE-TO-ONE
MARKETING LANDSCAPE**

THE ONE-TO-ONE MARKETING LANDSCAPE

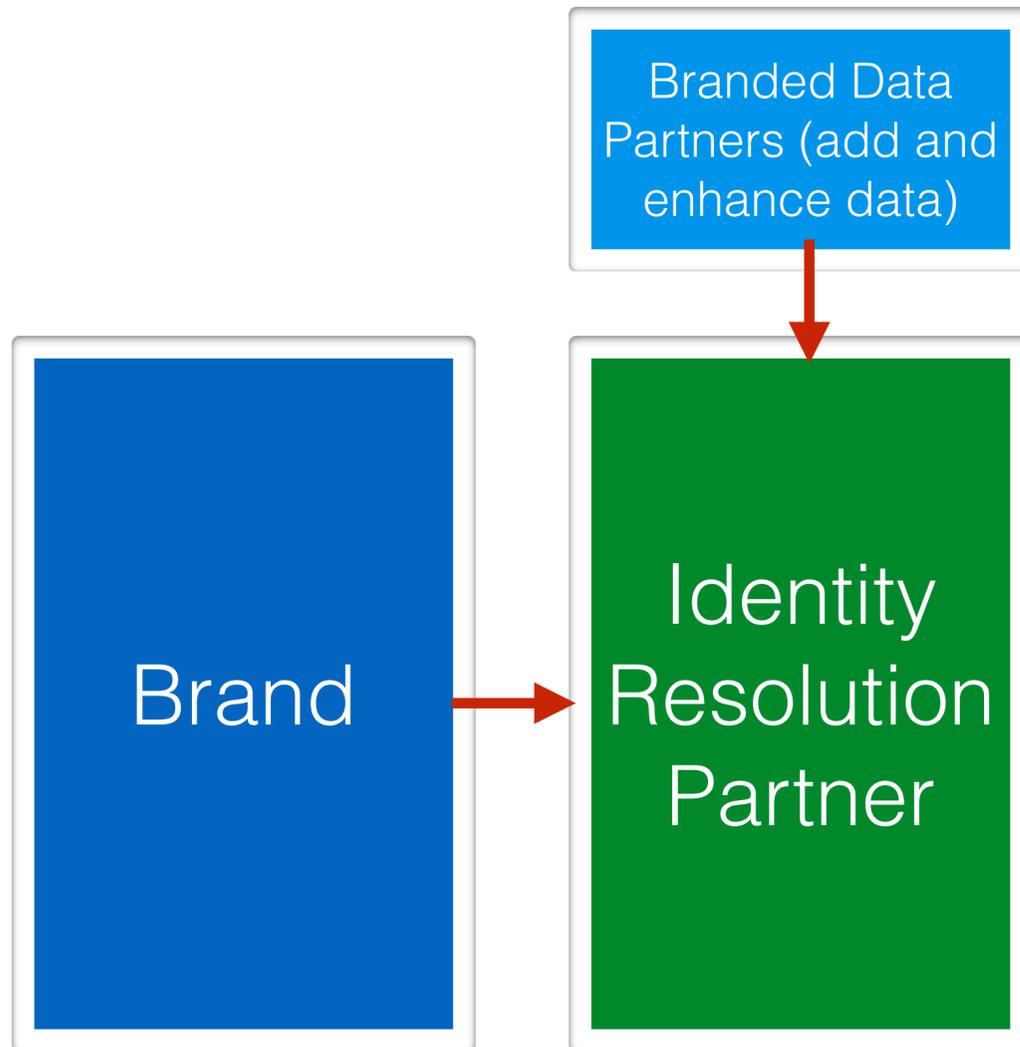


Brand

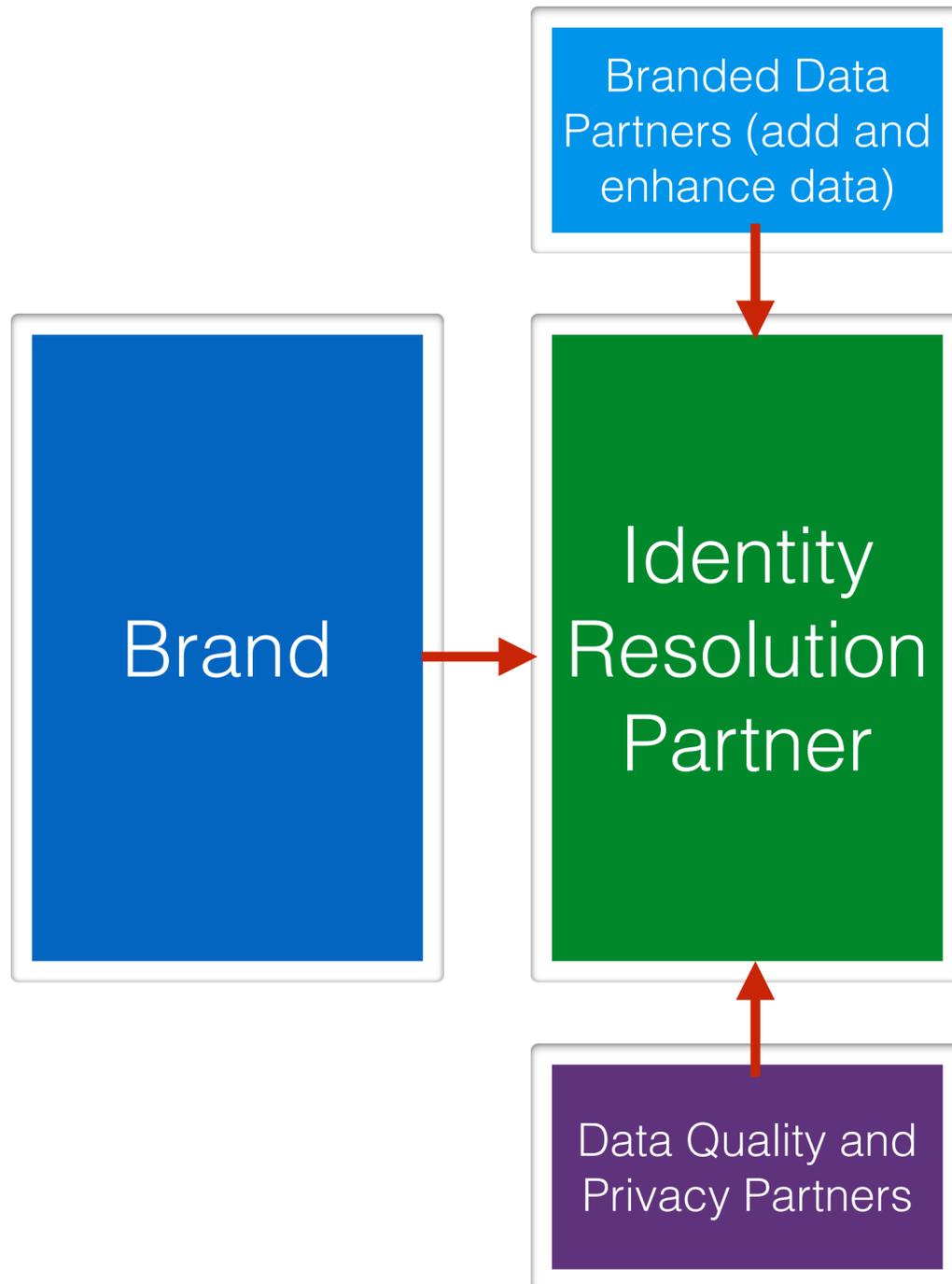
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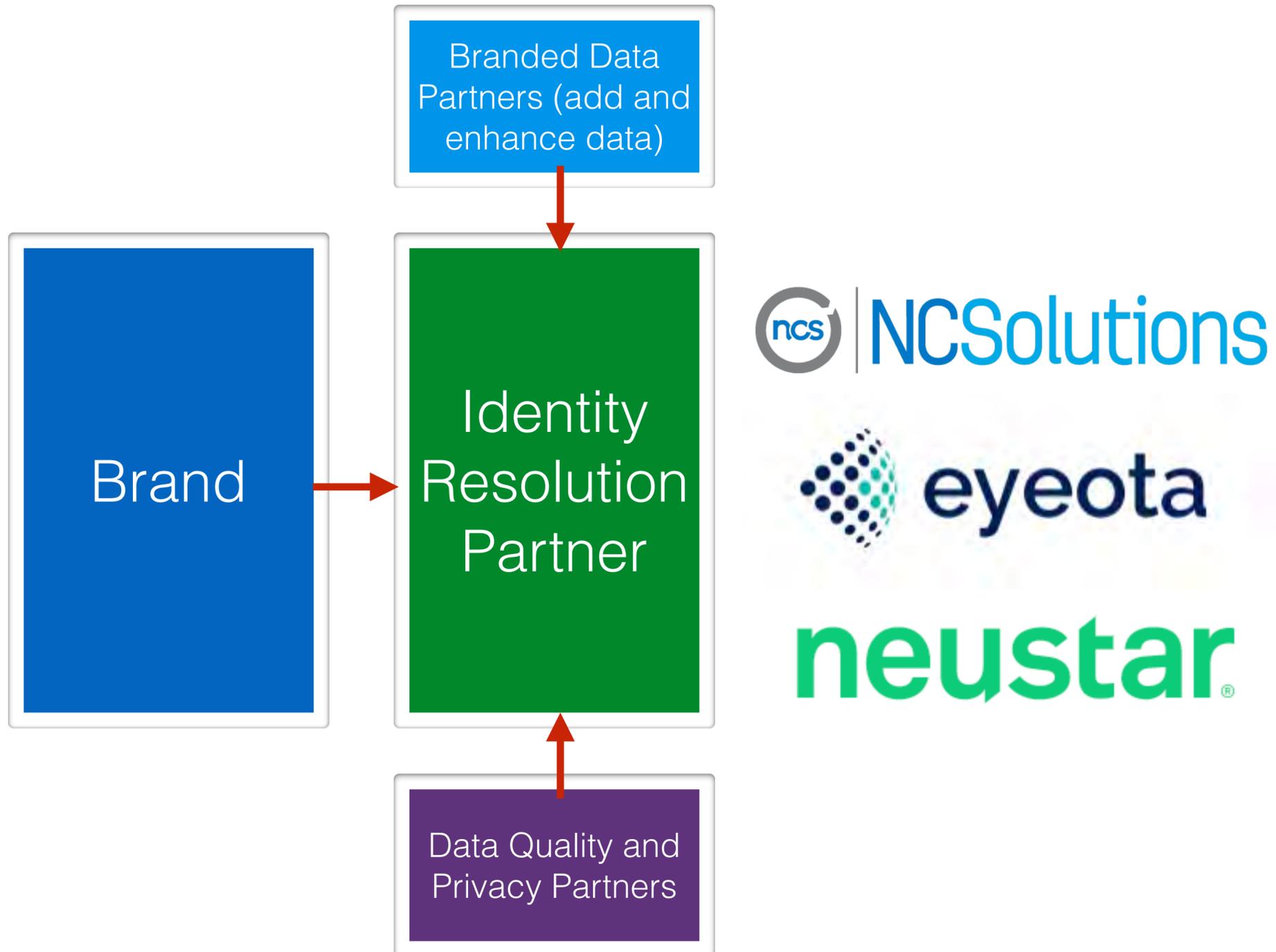
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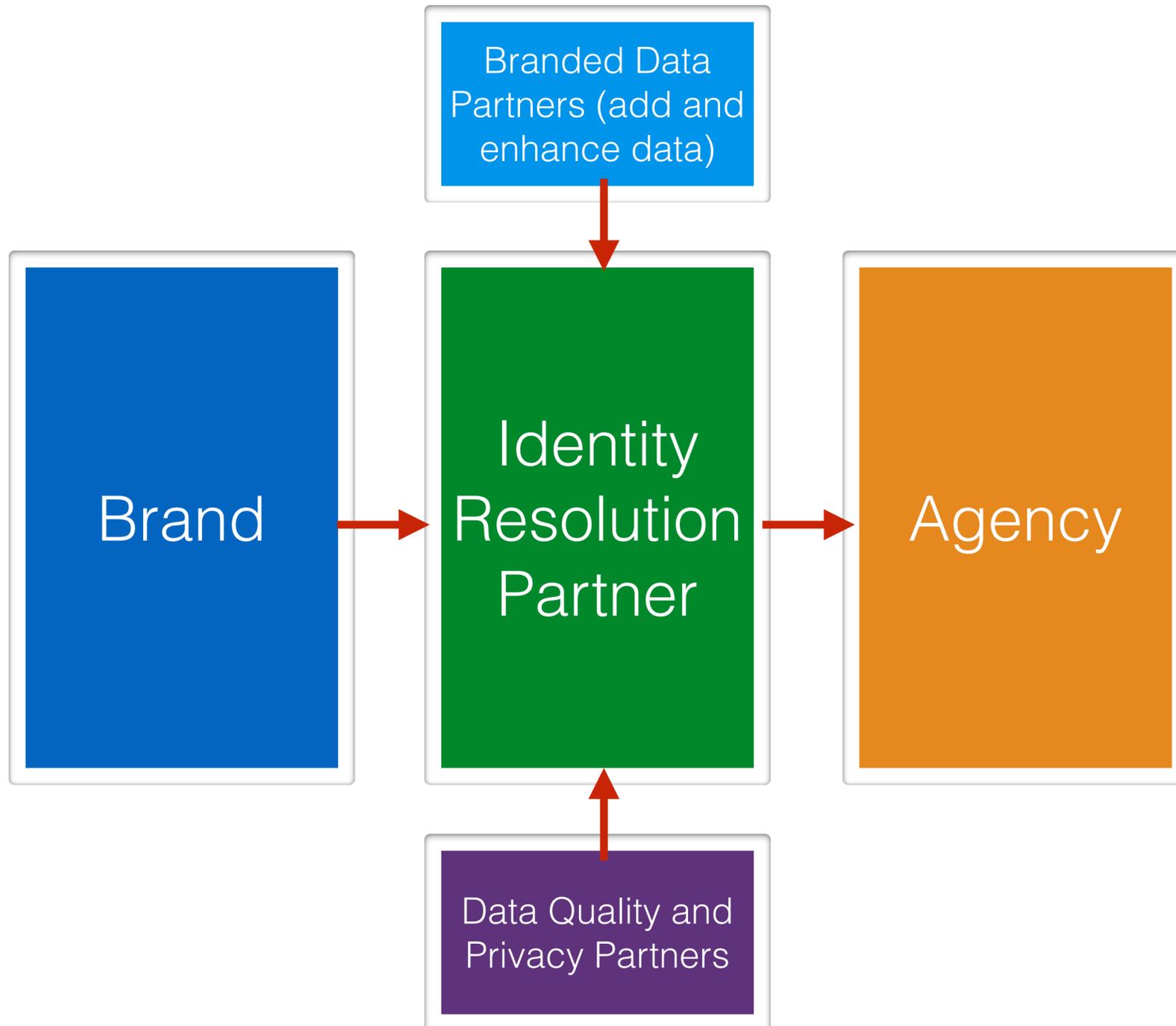
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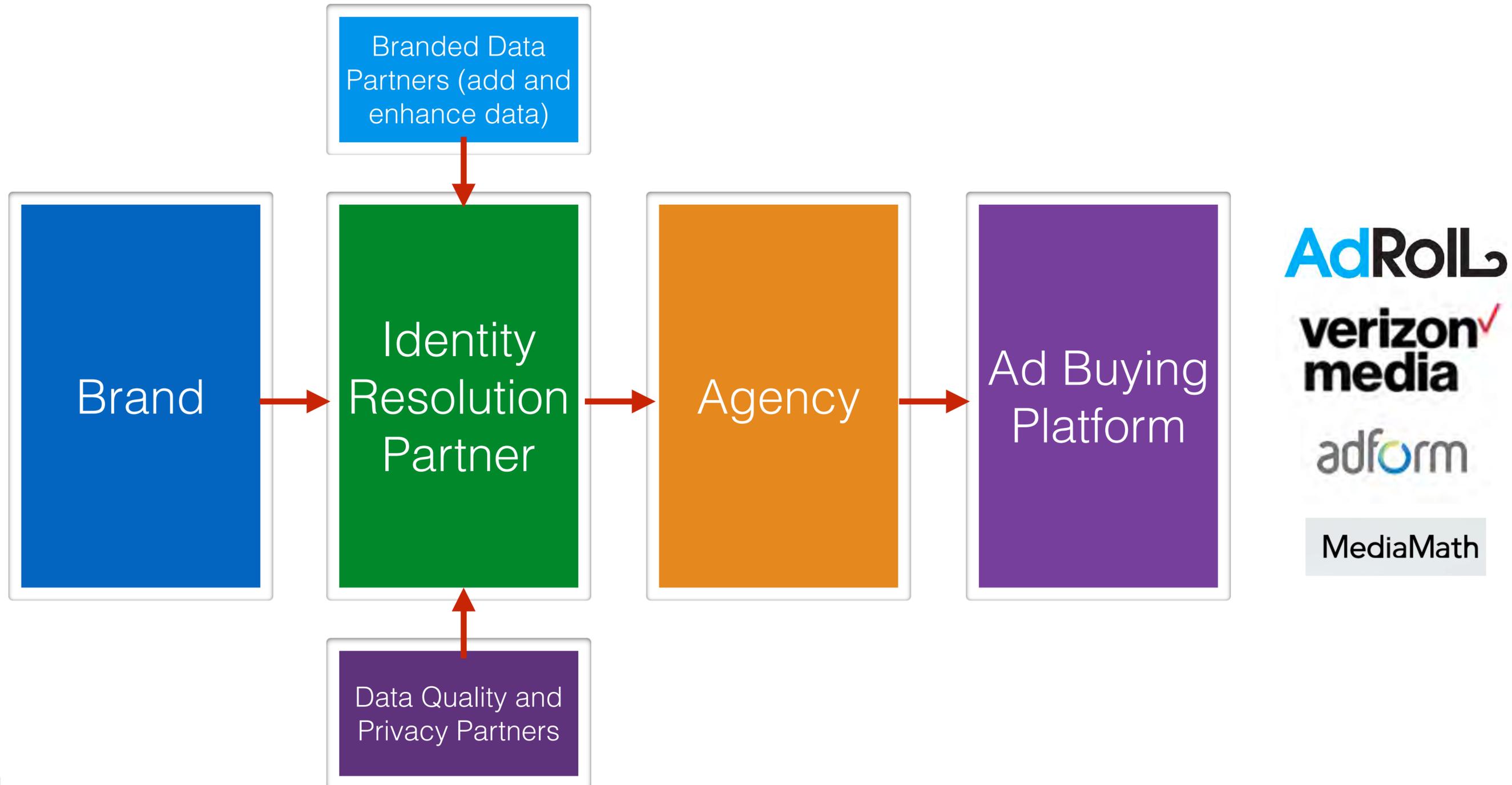
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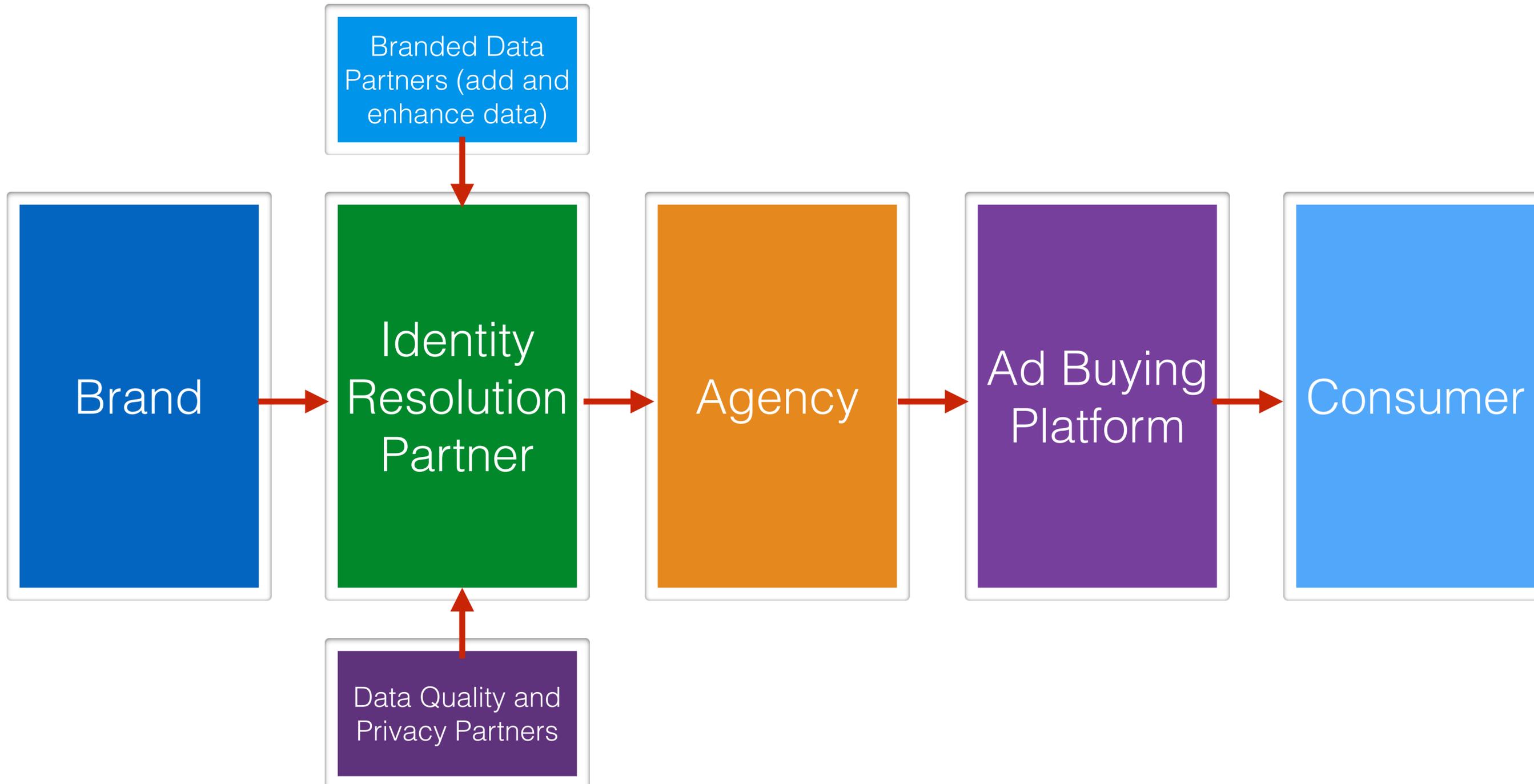
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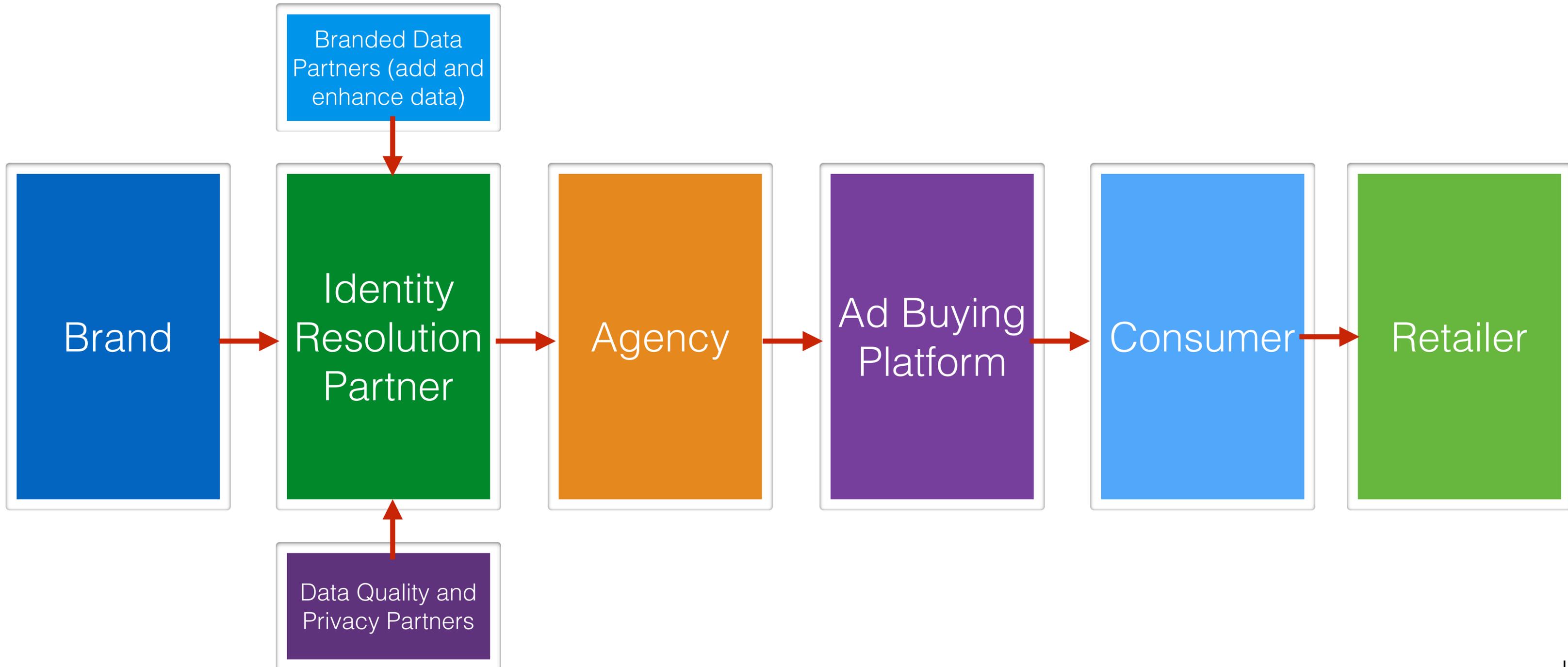
THE ONE-TO-ONE MARKETING LANDSCAPE



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WHAT ABOUT PRIVACY?

“The secret to a successful marketing campaign isn’t about personalization. It’s about knowing where the line is between your customer welcoming you into their lives and your customer pushing you out of their lives.” – Chuck Moxley, Senior Vice President, Marketing, Mobivity



GetResponse

60second
marketer™

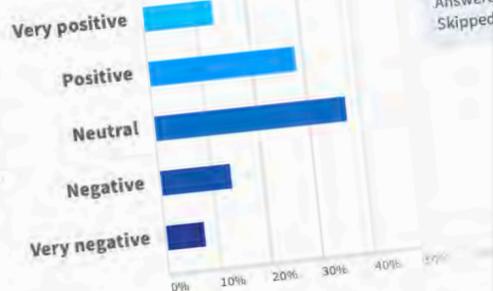


GetResponse

60second
marketer™

665 consumers between the ages of 18 and 65 living in Poland, the U.K., France, Germany, Italy, Spain, and the U.S.

Q17. When I purchase a product from a website and then start receiving emails from the company I purchased from, my feelings about that company are...



It's clear that personalizing your marketing can be a differentiator for your brand. It's also clear that personalization can mean greater market share and more revenue for your business.

But the question remains – at what point do consumers start to feel as though personalization is an infringement on their privacy? In other words, where is the line? At what point do consumers say, "Stop – you're infringing on my privacy starting to creep me out."

Good Marketers Use Trust, Privacy, and Relevancy as a Differentiator for Their Brand

There's some good news for brands interested in personalizing their communication – it's not that difficult to execute. In other words, you don't need a data scientist or a large budget of numbers for you in order to make your marketing more human and authentic.

What you do need is a clear sense of how to use the tools in your toolkit to communicate authentically with your prospects and your customers.

Consider this:

Automated emails triggered by user behavior generate 2-3x higher engagement rates compared to regular newsletters. By shifting focus toward personalized communication, you can directly improve your brand's image and your bottom line.



Michal Leszczynski,
Content Marketing Manager at GetResponse



Try GetResponse

Personalize and Protect:

Make a Real Connection with Your Customers



GetResponse 60second marketer

Consider this:

It may be hard to wrap your head around data privacy, especially if you're marketing your business on numerous markets with different legislations. Partnering up with a software provider that has all the necessary policies in place can help you secure your business & focus on what's important for it to grow.



Michal Leszczynski,
Content Marketing Manager at GetResponse

Americans Generally Less Trusting of Home Bots than Europeans:

When asked to rate on a scale of 1 to 7 (1 = Strongly Agree and 7 = Strongly Disagree) whether or not the respondent believed that home bots share conversations with marketers when the bot hasn't been alerted to wake up, respondents in the U.S. appeared to be less trusting of the home bots than respondents in Europe. The average response on the 1-to-7 scale in the U.S. was 2.83 indicating a lower level of trust than those who responded in Europe where the average response was a 3.30.

...that Google Home, Alexa, Siri share data about my conversations with other devices even I haven't alerted the bots to "wake up."



Marketers Use Mobile Tracking Data to Target Citizens Who Might Vote

Mobile technology is a fascinating thing. Not only does it allow consumers to connect with friends, family, and business associates from just about anywhere on the planet, it also allows marketers to track their whereabouts.

It's important to use this data correctly. Marketers can acquire data that shows where non-personally identifiable data sets of consumers are located and have travelled. This may come across as creepy, but it's true.

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JAMIE@JAMIETURNER.LIVE

A hand holding a smartphone with a pen, overlaid with the text 'ACTION STEPS'. The background is dark with colorful bokeh lights. The text is in a bold, white, sans-serif font with a slight shadow effect.

ACTION STEPS

**SURVEY RESPONDENTS
VALUE PRIVACY, POSSIBLY
MORE THAN YOU THINK**



**CONSUMERS TRUST
BUSINESSES TO BE
TRUTHFUL AND
HONEST AND TO
FOLLOW PRIVACY LAWS**



**MOST CONSUMERS
SURVEYED BELIEVE
IT'S FAIR FOR
COMPANIES TO
COLLECT DATA IN
EXCHANGE FOR A
DISCOUNT**





**CONSUMERS WILL GO OUT
OF THEIR WAY TO CONNECT
WITH BRANDS THEY TRUST**

THERE IS CONFUSION ABOUT HOW ORGANIZATIONS USE THE DATA THEY COLLECT — AND THIS CAN BE A COMPETITIVE ADVANTAGE



FINAL THOUGHTS



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