

The key to online communication in 2009

Gradually shift your email marketing campaigns to a multi-channel strategy

*The reality of the situation for any advertiser is simple: a consumer might spot a product in a catalogue, try it on in a store, call a hotline to find out more information and, finally, buy the product online. Under these circumstances, **how do you centralise and analyse all of this information to communicate with your contacts in a relevant way?***

This data is often recorded and dispatched by different business units.

The aim of every advertiser is to bring together all of the customer data collected from different sources – CRM tool, website, call centre, paper mail, competitions, trade fairs, co-registration – in one single place.

Would a data warehouse be the key to successfully delivering powerful online campaigns?

According to a study held by TNS in March 2008, online costs are going to quadruple in a year and email marketing represents a considerable part of advertisers' online strategy. Email is a communication channel that is very much in demand by advertisers who are still sending badly targeted communications, and internet users are starting to feel overloaded.

To stand out from the crowd, advertisers must manage their marketing pressure and combine the information from all communication channels to make offers that are consistent and fair. This involves setting up a data warehouse where all the information about the contact is stored.

The strategy: shift up a gear from one-to-few to one-to-one.

The email channel is widely used for one-to-few communications but not yet widely enough for one-to-one communications.

However, more and more advertisers are learning how to make optimum use of the email channel and wish to move gradually towards a multi-channel strategy.

They are looking to enter into direct, interpersonal communication with their customers. They want to boost the relevance of their online communications, interact with their customers in real time and individualise their campaigns.

In short, move from a one-to-few to a one-to-one marketing strategy.

How can this perspective be incorporated?

To attain this objective, it is no longer enough to have your contacts' personal and declarative data. It is now essential to have in-depth knowledge of your customer.

Cabestan centralises all of this information in a single database. Data flows feed into the data warehouse, which is connected to the email campaign management platform.

This allows Marketing Departments to design intelligent and strategic email programmes, encompassing all of the information from different channels.

The benefits are invaluable to marketers

- A tenfold increase in customer knowledge: increasingly relevant information, in-depth customer knowledge, consideration of preferences, customer expectations and willingness to buy.

- Optimised direct interpersonal communications: segmentation, increasingly complex targeting and scoring, personalised and programmed campaigns, consistency between the messages and the customer action.

- A profitability and productivity gain: an increase in sales, average basket and number of orders. Significantly increased campaign performance.

- Consistent marketing pressure: customer information is consolidated. Marketing pressure is managed automatically.

And beyond the email channel?

One of the advantages of the email channel is that, technically, there are no limits.

The campaign management platform is 'custom-built' and completely flexible, to allow for limitless integration of the essential direct marketing tools of the future.

The platform is able to meet the immediate needs of advertisers and respond to any future multi-channel problems.