

# Continuity With Your Customers Part 2: Components of a Successful Database Marketing Campaign



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In Continuity With Your Customers Part 1, we discussed the basics of a database marketing campaign, how to connect with your customers and how to personalize your company's efforts so that you stand out above your competitors. Since you now have an understanding of what database marketing is, it's time to focus your efforts on using it effectively.

## 1. Goals

Know your goals before you plan a database marketing campaign. Make a realistic definition of which customers should be targeted. Avoid casting a wide net or narrowing your pool too much. Create a balance, focusing on contacts who will likely be interested, without missing realistic opportunities. Choose which segments make the most sense to receive your message and achieve your goals.

## 2. Data Cleansing

Only marketing materials sent to viable names, addresses and email addresses will reach your contacts. Accurate database information is achieved by using data cleansing/appendix techniques and automated program management. Duplicate and undeliverable addresses should be removed as soon as they are detected. If a correction is obtained, the record can be updated and reactivated in the program. Be sure to obtain permission and preference of method of contact.

## 3. Segmenting Your Database

In [Continuity With Your Customers Part 1](#), we mentioned some common ways to further divide each type of customer into smaller segments to ensure that your messaging is reaching the right audience. There are two different types of customers in your database. One group contains your potential customers; the other group contains customers who have already done business with you. Send materials with a more introductory tone to prospects. Choose your messages for each segment of your audience carefully. Deeper segmentation to determine what interactions have already taken place or what part of your sales cycle prospects fall into can make the difference between a contact opening your email or hitting the delete button. The more focused your target group, the higher your opening rate will be. Your database can also include details such as where the original contact lead was generated, what other marketing promotions were sent and whether or not they were successful.

## 4. Delivery Vehicle

How to reach your audience is a key component of successful marketing campaign. Possibilities include direct mail, email, SMS (mobile) and social media. Including PURLs (Personalized Uniform Resource Locators) on your pieces is a creative way to provide a special landing page for each recipient. Choose the best delivery vehicle based on previous contact, user preferences and what type of interaction you plan to have with your audience.

## 5. The Offer

Now that you have a database full of potential people to contact, you must decide what message you want to send and which contacts should receive it. Delivering what customers want to hear is a fundamental factor in gaining positive feedback from your marketing campaign. What you're promoting through your marketing program must address their problems and meet their needs. It's important to send the right message.

## 6. Personalizing Your Message

Meaningful marketing materials are key in creating an offer that converts into sales. They can greatly improve your response rate. Sprinkling your message with someone's name and age or gender might not be enough to create a meaningful message. Use unique imagery to personalize it in a genuine way. Customizing your message makes recipients feel valued. According to a recent survey by the Economist Intelligence Unit (EIU), one-fifth of the consumers surveyed felt "valued" when marketing materials included notable details, such as mentions of previous purchases. Be sure to record purchase dates so you can send an "anniversary" communication, especially if the customer made a large purchase.

## 7. Be Genuine

In short, a genuine message speaks volumes. The problem with this is that nearly half of the marketing executives responding to a second EIU survey admitted that their ability to analyze customer data was not only lacking, but an obstacle to running an effective marketing campaign. You can bridge that gap by using data-driven insight from your database, using systematic marketing best practices, and giving your contacts incentive to connect with you - both online and off.

## 8. Internal Communication

One of the most critical aspects of a successful intelligent database marketing campaign is communication. Communicating with your customers starts with internal communication on the marketing project. Everyone on your team needs to be on the same page. If it isn't supported and followed by your team, it will surely fail. Communicate with your team, stressing the importance of carefully collecting the data and inputting the information with accuracy. Make sure that everyone involved in the project is following proper data practices, including opt-in or opt-out processes.

Integrate data from all sources and departments in your company. Compile a wish list of potential customers to contact. The team that answers inbound calls can add names, phone numbers, addresses and the purpose for calling to the database. Your sales team can qualify those prospects and add their own. Website leads can feed directly into your database. While not all contacts should receive marketing materials, this allows your company to further expand its pool of potential customers. Work with your team to keep your marketing messaging consistent. Once a campaign is planned, communicate effectively with everyone involved so that they know when, where, how and why the plan is in motion. Share the timing and goals to maximize efficiency.

## 9. Return on Investment

Measuring your return on investment (ROI) is a significant factor in determining the success rate of your intelligent database marketing campaign. Track responses, expenses and sales to determine whether your goals were achieved. Post campaign analysis allows you to understand your results. Intelligent marketers use past marketing results to drive future marketing decisions.

To learn more about how Continuity Programs can help your company develop and launch an intelligent database marketing campaign, call 800-521-0026 or visit <http://www.continuityprograms.com/contact-us-continuity/>.

### About the Author

Kirk King is the owner and president of Continuity Programs, a leader in customer relationship marketing based in Walled Lake, Mich. King has an extensive background in sales, a bachelor's degree in engineering and a master's degree in business administration. He embraces technology and is an expert at helping businesses grow using intelligent systematic marketing strategies such as database marketing, customer retention and lead generation. King enjoys his role as a mentor in the community, often appearing as a speaker at business conferences and providing guest lectures at universities. Under his leadership, Continuity Programs earned the 2013 Economic Bright Spot Award by Corp! Magazine and was recognized as the 2012 Southeast Michigan Small Business and Technology Development Center (SBTDC) Best Small Business.

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