
Are Impersonal Messages Hurting Your Online Marketing?

Contributed by eMarketer
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Marketers who fail to segment and target their messages may be at risk

Marketing trends—especially in digital—are motivating brands to be more interactive and engaged with their customers.

Rather than pushing out interruptive messages that targets will ignore or find annoying, many are working to create marketing experiences that appeal to customers as individuals.

And they know if they neglect to do so their brand could be at risk.

In an Alterian survey of marketing professionals, nearly three-quarters said they or their clients tried to create personalized customer experiences through email, the top channel for doing so.

Direct mail, website and social media fell far behind but nearly even with each other in the 53% to 59% range.

Notably, less than 9% of respondents said they did not use any of the cited channels for a personalized customer experience. While marketers may not use every channel at their disposal to do so, they recognize the importance of personalization.

Asked specifically about email, a plurality of respondents said they segment their audience and send different messages based on the segmentation.

The second-most-popular response, however, was blast emails with basic personalization—which is often not enough to appeal to recipients.

Only about half as many said they delivered truly personalized email marketing messages based on individual preferences.

Based on their usage of digital channels for personalized and interactive marketing, most respondents felt their brands could be at risk because of a lack of customer engagement.

A majority of that group claimed to be taking action based on problems they had already recognized, but some still did not know where to start. Less than a quarter reported they were fully engaged.

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