

Introduction

Generic campaigns targeting the majority of a target audience don't typically work as well as those that are more individualized. That's why many brands are engaging in personalized marketing, with some getting especially impressive results.

Source: <https://www.dmnews.com/content-marketing/personalization/article/21013748/5-ways-personalized-marketing-campaigns-are-winning>

1. They make in-store shopping more relevant

People often view online shopping as an option that allows them to get the items they need as conveniently as possible. Brands with physical locations focus on making experiences more pleasant and appealing to people who shop in-store

Target uses personalized marketing to bring more relevance to shopping trips. Its mobile app uses information about store layout and product locations for custom messages. The app also allows customers to get information they need without hunting down in-store employees.

2. They help people get better getaways

Traveling is fun, but it requires a significant amount of planning. Some people get stressed at the mere thought of how many things they need to organize before reaching their destinations.

3. Encourage desirable consumer behavior

Site content and email marketing comprise certain kinds of personalized marketing. For example, people who visit online pet supply stores, and shop for dog food, might see pop-up ads for buy-one-get-one-free offers on participating brands.

4. They reap the rewards of weather-related data

REI, one of the most recognized outdoor lifestyle brands, used weather-based personalization for ski instruction advertisements. Marketers made three different versions of the same ad, and served specific ones based on shopper location, weather conditions, and whether a person had taken an REI ski class before.

The brand also automatically sent Facebook ads to users depending on weather, and how it affected skiing. If the forecast predicted ideal conditions for skiing, REI would show an advertisement featuring a live snow cam at a nearby resort. Conversely, if the weather wasn't suitable for skiing, people would see ads encouraging them to start shopping at REI to make sure they had the proper gear when conditions improved.

5. They emphasize scarcity and uniqueness

Although most personalized marketing campaigns rely on data mining to appeal to customers, others tie into seasonal trends and people's natural desires to find one-of-a-kind items for gift-giving occasions.

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