

Allied One-to-One Communication

Share of customer vs. share of market!

Call it what you will, the idea behind one-to-one marketing or “personalization” is simple: **try to make a unique product offering to each individual customer!** The idea represents a shift in thinking... you must begin to manage and differentiate your customers and prospects rather than your products and services. To have the best success with a one-to-one marketing program, *you must*:

Identify Prospects

Determine Needs

Calculate Lifetime Value

Gather/Interact/Learn

Customize & Tailor

CLIENT: UNIVERSITY OF HARTFORD
CREATIVE: PERSONALIZED YIELD BOOK
GOAL: CONVERT MORE ACCEPTED STUDENTS INTO STUDENTS WHO DEPOSIT & ENROLL



Personalization with The Allied Group is a method of marketing that leverages both data driven images and text to develop variable print and/or electronic messaging.

Highly effective for **attracting, acquiring, or retaining** customers, the most significant components are the identification of ideal targets and the electronic knowledge you either have or can find on your ideal targets.

The goal is to ensure that your message lands in the hands of the right person(s) and has a relevant message that speaks to that person specifically.

For over 60 years, **The Allied Group** has partnered with many successful companies and organizations to achieve great results. Many of your colleagues have already chosen **The Allied Group** as their one-stop marketing and operational solution.

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Implementing Marketing & Fulfillment Programs.

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