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This type of marketing is also known as personalization marketing, where marketing person concentrates on providing services to one customer at a time. In this we try to focus on one customer to identify his needs so we can manage in fulfilling his needs. This type of practice gives us knowledge about one customer which can be applied on other customers. So the main aim of this technique is get knowledge about customer response to product or services and then applying this technique on other customers. Which build a long life strong relation with customer and also help in getting target audience for particular product and services.

This is more like sale approach and integrates all parts of an organization from marketing, sales to production. Even all department of organization are involved in this marketing technique like services, finance etc. Some expert say this is driving force for whole company and guiding vision. Another factor which makes one to one marketing the most valuable is that it keeps the current customer loyal to company as repeated we show new things to customer as our focus is on single customer. So every customer is valuable for us and One to One Marketing recognizes that lifetime values of loyal customers who make repeat purchases far exceed that of fickle customers who constantly switch suppliers in search of a bargain. This is particularly true within financial services where the customer acquisition costs are very high. Marketing consultants knows the value of this type of marketing and give significance to it.

Now day's people are more discussing about one to one marketing than any other type of marketing as company numbers are going and you can easily find a number of companies for any type of products. In marketing if you are searching for milk product you will find a number of companies which products are present. To get your share from whole marketing you need to target particular area of audience where you can easily work and improve your sale. So there is significant discussion in marketing about personalization and one-to-one marketing.

Marketing consultants always emphasized on the value of reaching the target audience with accuracy of right-place and right-time. One to one marketing campaigns claims that it allows marketing constancy clients to use the knowledge about customers' preference so they can make their message heard in the noise of competitive messages. A survey result shows even though the marketing had not quite embraced campaigns around principles. Whereas 63% of consultants were agreed to the awareness of this technology and 58% said that they have shown models of these campaigns to their clients, only 24% of the campaigns used variable data. Furthermore, 45% of those variable data jobs comprising of only a simple mail merge.

Personalization is of value only if the individual thinks of it as relevant. A mail merge does not create relevance. Consumers are at looking for offers that are directed towards their specific needs. In order to bring personalization into the market, ad agencies must recognize both the technology and how it can be leveraged to assemble relevant custom interactions that differentiate the messages carrying to the eventual consumer. Some industries are known leaders in using personalized communications. The industries classification commonly using personalizing includes, retail, financial services, and healthcare, and manufacturing. Financial services firms have had greatly succeeded with customized investment proposals and 401-k program.

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