

5 Simple Ways To Get Started With Personalization

How to build customer loyalty with simple
personalized messaging

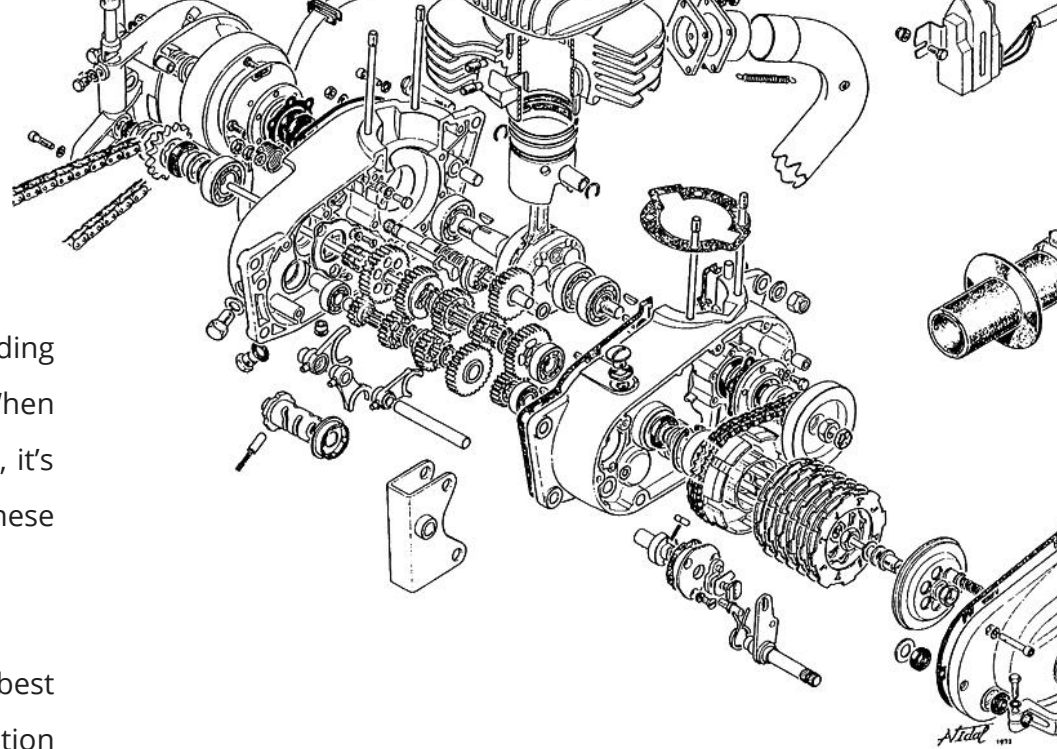
INTRODUCTION

[86%](#) of consumers say personalization plays a role in their purchasing decisions. Yet, only [3%](#) of companies have a strong capability for using cross-channel or cross-device data for real-time website or mobile app personalization. The data shows us there's a clear gap between what consumers want from their buying experience and what companies are actually delivering.

Personalization drives results, as evidenced in [this study](#) from Experian Marketing Services. Personalized emails deliver [six times](#) higher transaction rates, but [70%](#) of brands fail to use them. Companies need to take advantage of the power of personalization to remain competitive in today's customer-driven market.

The data is clear, so why isn't everyone building personalization into their strategy? When companies are increasing revenues by [6-10%](#), it's difficult to ignore the potential impact these programs can have.

And while we all aspire to be the best-of-the-best (like Amazon or Google), adding personalization can be achieved in small parts. Here are a few tips to help you move past the biggest hurdle... getting started.



CHAPTER

1

Getting Started with Personalization Today



START WITH WHAT'S EASY

Getting started with personalization can be daunting, but it doesn't have to be. Even small applications of personalization can make a huge impact. Simply personalizing the subject line of an email boosts open rates by [29.3%](#) on average.

To get you started with personalization, here are a few practical examples you can implement today:

- 1 Call your prospects by name in your emails:** use fields like first name, last name and company name in the body of your email to get better response rates. [Research](#) has shown great conversion rates for emails that include first name in the subject line as well.
- 2 Dynamic content on your website:** display tailored content on your website based on any data value you've collected, like your visitor's location or industry. Take it to the next level by using behavior-based data, displaying personalized content based on past interactions with your brand.

3 Dynamic content in your outbound emails:

similar to the approach with dynamic content on your site, add custom messages to your emails based on what you know about each recipient.

4 Nurture by behavior: set up a communication track that includes different content based on contact behavior. For example, if a contact downloads a specific eBook, send them another eBook or asset on a similar or complementary topic.

5 Nurture by demographic information:

set up a communication track that highlights different content based on information we know about the contact. A common way to implement this is to create a few pieces of content tailored to a specific industry or job title. Once you create the content, you'll set up a campaign to send these assets to a list of contacts based on the same data value.

CHAPTER

2

Creating a Basic Personalization Strategy



STEP BACK FROM THE CLUTTER

[83%](#) of marketers say creating personalized content is their biggest challenge. With so many personalization options available, it's easy to spend weeks iterating and learning about each one. Start small, see what's working, then expand.



CRAWL, WALK, RUN

Rome wasn't built in a day. A comprehensive personalization strategy is based on months (or even years) of executing a variety of campaigns and gathering customer data. To get started, we suggest the crawl, walk, run approach, which looks something like this:

- 1 Choose a few simple applications of personalization to try out
- 2 Monitor their performance and experiment with small tweaks to improve results, like adding a company name or changing certain dates/times
- 3 Pull together detailed reports and learn about your audience
- 4 Continually refine your process and strategy
- 5 Repeat steps 1-4 until you have identified the elements that drive the best results
- 6 Develop a plan to implement your new personalization strategy at scale

CHAPTER

3

Making an Impact with
Personalization



IMPACT BY NUMBERS

Part of getting really good at personalization comes from measuring and analyzing results. Using a modern marketing automation solution is one of the ways that you can build, execute and understand which personalization tactics are working and not working. Some metrics that can help are:

Engagement: views, downloads, session duration, shares, conversions

Financial: ROI, net new leads created, pipeline contribution, sales acceleration

The bottom line is to try out and measure different personalization methods and strategies. It's important to note that every business is different, and what works really well for one company or industry may not work for you. When you find something that generates results, try to replicate those efforts in other places that make sense.

CHAPTER

4

Personalization at Scale Using Marketing Automation



DRIVE RESULTS WITH TECHNOLOGY

All of these pieces of personalization, and many others, can be executed using a modern marketing automation solution. With the help of a marketing automation platform, you can personalize your emails and web pages at scale, iterate and optimize each personalization effort or campaign, and easily report on and track the results.

Almost every marketing campaign is measured on its impact to the business. When you're looking at solutions to execute the personalization tactics discussed above, make sure you consider a solution that helps you understand attribution all the way through the entire sales cycle. Attribution is key to calculating the ROI and impact of any of your marketing programs, including your personalization initiatives.

CHAPTER

5

Finding a Solution to
Support a Growing
Company



MANAGING LONG-TERM GROWTH

Finally, be sure to choose a solution that can support your operations as you grow. By implementing an [open marketing automation platform](#) (meaning it can integrate with your entire tech stack), you'll be able to maintain your essential end-to-end attribution even when you implement additional tools down the line. This approach helps you avoid selecting a marketing automation solution that you will quickly outgrow as your needs increase.



PREPARE FOR SUCCESS

Once you have an understanding of which personalization efforts drive the highest levels of engagement and the most conversions, you'll want to increase your output. And when this time comes, a modern marketing automation solution ensures that your business can support these goals and initiatives.

For more information on how a modern marketing automation solution can help your company personalize and scale your marketing campaigns, visit www.mautic.com.