

# 1-to-1 CROSS-MEDIA MARKETING

TFG

1-to-1 CROSS-MEDIA marketing from TFG integrates direct marketing strategies and award winning design with the latest in personalized communications including Variable Data Printing (VDP), email, Web and text messaging. It's time to **GET PERSONAL.**

## THE AMBITIOUS CYCLE

After your campaign has run its course, responder data will be updated to your database and the cycle will start all over again. Educated by respondents, this same data can be used to better target non-responders.

Remember to think about personalization and design when building your data base. Incorporate data that will allow you to create the most customizable elements and make your marketing piece resonate with your audience.

## DOWNLOAD THE OFFER OR PROMO.

Give the people what they have been after. Once you have had your client "work-hard" for you by giving you feedback, reward them with your offer or promo. Through the use of Variable data campaigns you can tailor your special offer directly to your client.

Operating a retail business? Unique codes can be printed on every coupon to track the redemption rates at the register.

## YOUR LIST. IT ALL STARTS HERE.

It all begins with your specific audience and the development of a personalized customer list. TFG can help you grow a legitimate and personalized mailing and email list. We develop creative methods for attracting customers and can help you determine the best strategy to meet your marketing and communication goals.

## PERSONALIZE IT

Designing for personalized variable data campaigns includes all the same variables of good design, with the added option to change elements based on personalized data. Customize headlines to mention your recipient's name, assign images to change depending on the recipient's gender, or change backgrounds and other copy to make your marketing piece 'personal', and more effective. TFG's Creative Department will work with you to develop the best solution for your marketing needs.



EXAMPLE: THE IMAGE ON ALL FEMALE RECIPIENTS POSTCARDS COULD FEATURE A WOMAN'S BUSINESS SUIT.



## HIT THEM FROM EVERY ANGLE!

1-to-1 cross-media marketing reaches your target audiences through the distribution of Direct Mail, Email, and/or Text Messaging communications coupled with their own personalized Web page.

Personalized URLs (PURLs) will drive your personal marketing approach home and give you the feedback and tracking measures you desire. Each PURL brings the attention back to your business while providing your audience a compelling, personalized experience.

An example of a PURL:  
[www.YourWebSite.com/ProspectName](http://www.YourWebSite.com/ProspectName)

## GET MORE INFORMATION!

PURLs can incorporate additional data entry requirements prior to a download or receipt of a special offer. This provides you with additional customer data—increasing the value of your list. The more information we can gather, the more personalized your advertising and marketing will be.