



## One-to-one marketing from StartupFactory.

### What it takes to get started

- Develop your database
- Craft a compelling message
- Target your promotion carefully
- Test your offer if possible
- Follow up on leads immediately



**Contact us today to learn more about a highly effective 1:1 marketing campaign for your growing business.**

In almost every aspect of business, personal relationships are the coin of the realm. StartupFactory now offers an easy to deploy, economical approach for developing personal, one to one relationships with your prospects and customers. The strategy involves the use of a qualified contact database, variable data printing (VDP) and/or html email combined with a personalized landing page URL (PURL).

With the StartupFactory approach you will be able to deliver highly customized, multi-touch, multi-layered, easily modified marketing campaigns that intelligently and automatically reach out to your leads, prospects and customers. Once your campaign is in place, you will enjoy the benefits of a consistent, personalized, laser sharp message reaching your customer on a one to one basis – plus the entire campaign works in the background, enabling you to focus on your sales objectives and close more deals.

**One-to-one marketing campaigns are extremely flexible and are configured to deliver specific messages to individual recipients.**

- Each message (print, html email and PURL landing page) is personalized with the recipient's full name and name of their business.
- Each recipient receives a personalized greeting, message, photo, offer, etc.
- Upon receipt of the direct mailer or html email, the recipient is invited to visit his or her personalized landing page.
- Each landing page features a customized message with call-to-action options: request a sales call or quote, request specific product information, download a white paper, view a video or product demo, redeem a coupon, etc. Each recipient may receive a personalized combination of messages, graphics and offers.

We can even create a test campaign that will serve up different content to trial recipients. We will test different messages, offers, photos or other content and review the analytics. We will leverage what we learn, make adjustments as needed, and deploy a finely tuned campaign with personal greetings, multiple messages, prices and offerings as required.

StartupFactory one-to-one marketing campaigns usually unfold over a three to four month period. The result is super relevant, personalized messaging that reaches your customer with controlled frequency and exceptional consistency. The number of names, messages, images, contact information or frequency of touch is virtually unlimited. Short list or long, we can create a meaningful campaign. And the price is far lower than you might expect for such a multifaceted, personalized, custom solution.