

W20

Wednesday
Morning

Fax

from

The
Castle
Press

7 Keys To Making Personalized Copy Pay Off

- First, determine your objectives
Effective use of personalization starts with the goals you are trying to achieve.
- Know your audience and what matters to it
The best personalized promotions hinge on specific knowledge of the targeted individual.
- Use proven layouts
Many studies have shown which typographic and design techniques catch the reader's attention and guide it to the points you want to make. A good place to start: David Ogilvy's landmark book, "Confessions of an Advertising Man."
- Build results tracking and measurement into your strategy
Your project must identify and measure results and include a means of collecting all relevant information.
- Take full advantage of digital printing technology
Ask yourself (and your copywriter and designer) how to vary your page content in ways that help you reach your marketing goals.

"I wouldn't say voters are stupid. But the same voter who wants unlimited services also does not want to pay for it. There's a disconnect."

—Judge Phil Talmadge

■ Avoid production snafus

Get your ducks in a row before the presses start to roll. Factors you must attend to are your variable data sources, the logic of your presentation, proofing, color qualities, and online paper handling and finishing.

■ Engineer your process

Your overall plan should involve collection of all data, organizing it, and using it to generate well-designed documents.

■ Backroads Adventure Travel conducted a split-list study that showed it doubled its responses and revenue by developing an integrated Web and personalized print advertising campaign.

■ Canada's Liberty Health insurance company increased its application rates by more than 50% when it used both its call center and a personalized fulfillment kit.

■ The Carlson Companies variable-copy promotion generated 250% higher response than its one-mailing-for-all program, at a cost per response of less than 50% of what its traditional promotions cost.

The Castle Press – *your best choice for a printing partner since 1931.*



1222 North Fair Oaks Avenue
Pasadena, California 91103
1-800-794-0858
www.castlepress.com

(3.20.02)