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[ Direct Marketing Association Member ]

## How Effective are Personalized URL's for Targeted Marketing Campaigns?

When it comes to highly effective marketing campaigns, the use of personalized URLs cannot be stressed enough. Market trends indicate that consumers respond positively when they feel they are being personally addressed, and why not? It can be a bit disheartening to hold a conversation with someone only to realize that do not even recall your name. Many businesses do the equivalent of this all the time.

With Personalized URLs, a savvy salesman or company may greatly increase their revenue and profit margin by simply recognizing their client base as individuals. In regards to targeted marketing campaigns, Personalized URLs can make your business correspondence stand out as well.

## Targeted Marketing Campaigns that Get Noticed

Far to many companies send brochures, fliers, postcards and related information out via direct mailing services, that are addressed simply, "Dear Sir or Madam"...

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Not a good way to engage a potential buyer.

Marketing materials with personalized information on it will certainly stand out from the pack. Your chosen demographic would also greatly appreciate the time and effort to recognize them individually, which could in turn, evolve into a loyal client/company relationship.

Further advantages and benefits of using personalized URL's in targeted marketing campaigns include:

- Making the potential customer feel valued thereby increasing the likelihood of response and conversion
- Consumer has a more interactive experience on the site, also increasing the chance of return visit and purchase
- Professionalism inspired by personalization of marketing materials like direct mailers make potential clients feel more confident in placing their trust with you.

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**BAM! Direct, Inc. Targeted Cross-Media Marketing:  
*Test it, Measure it. Know what works.***

Strategically integrate your direct marketing channels:  
Direct Mail, Email, PURLs, QR Codes, SMS, SEO Organic-Search Websites



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- Personalized URLs can be utilized on a variety of cross marketing campaign platforms that can include direct snail mail and email campaigns, surveys, social networking and blogger campaigns and much more.

The effectiveness of Personalized URL marketing campaigns can be explained very simply. People want to feel cared about, thought of and regarded. And assuredly, no one wants to feel like grist for the mill! When we address people personally, we manage to achieve all of these things.

Personalization works well whether spoken or written and can leave a lasting, positive impression with the consumer.

As a side benefit, reputable company's that offer cross marketing and Personalized URL services often grant you access to your campaigns trends via dashboard real time data tracking. The information you obtain will allow you to follow up with leads and clients as well, helping cement deals and making conversion far easier.

If you want to learn more about the effectiveness of Personalized URLs when utilized in conjunction with cross marketing and multi channel marketing techniques, contact us today -- we are here to help!

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