

### **Target the Right Demographic**

Your pURL strategy should be all about personalization. The level of personalization you incorporate into your campaign is what will lead to its impressive response rates. But personalization doesn't simply mean slapping the recipient's name into a web page. You need to tailor fit your pURL campaign to your specific demographic segments. Do research to find out all you can about your demographic profiles. Find out who is buying your service and what their lifestyles entail. Use this marketing research to segment your lists as much as possible, then guarantee that everything on your landing pages will attract your individual demographic segments.

### **Update Your Customer Database**

Before initiating your direct marketing campaign you need to verify that the information in your customer directory or mailing list is still correct. Every pURL mailed out to someone who no longer resides at that address, has passed away, has changed their name, marital status, buying habits, income level, etc etc, is wasting your money and skewing your pURL results.

### **Utilize Multiple Resources in Your pURL Campaign**

You have a thousand resources at your disposal that marketers from a decade ago couldn't even imagine. Utilize those resources in your pURL marketing campaign. Video, audio, and speed all help to improve the experience for your customer. These components can also be personalized and incorporated into your pURL landing pages to provide your prospects with a truly customized and engaging one-to-one message.

## Use Direct Mail to Provide a Complete Experience

Your direct mailer and your landing page do not have to look like carbon copies of one another, but it's important that the messages mirror and/or match each other. Both should contain pertinent information about the prospect that is being targeted and both should have a similar look and feel. When your prospect follows a link from your direct mail and lands on his pURL website, you want her to know that she is in the right place. A mismatch between the color scheme, the graphics, the message, or any other major component can be confusing to the prospect, leading her to believe she has landed on the wrong website. This can cause the visitor to immediately click away, leading to an inflated bounce rate and again skewing your pURL campaign results.

## Measure your pURL Marketing Campaign

One of the best things about your pURL marketing campaign is that everything is traceable and measurable. You can collect a large variety of data regarding the outcome of your campaign. You can see which customers actually responded, what they did when they landed on their personalized URLs, how long they stayed at their pURL websites, how often they visited, and much more. This information is beneficial since it can help you determine exactly how to spend your follow up dollars and where to place your follow up efforts. pURL marketing has been proven to be extremely successful.

### One Time Use pURL –

- For short lived campaigns
- Update landing pages on the fly
- Collect form data
- Report on Activity
- Valid for 90 Days
- 10,000 unique visits total included

### Persistent pURL –

- For long lived campaigns
- Update landing pages on the fly
- Collect form data
- Report on Activity
- Valid indefinitely
- 20,000 unique visits/month included

A sliding scale is used for individual pURL campaigns under 10,000 names - \$0.075ea. to \$0.10ea. depending on quantity. Additional costs for landing page creation, direct mail creative, printing, mailing and postage are estimated upon completion of the scope documents.