



Precision Marketing: Maximizing Revenue Through Relevance

Sandra Zoratti, Lee Gallagher

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As business marketers, the pressure to engage and retain valuable customers in a challenging economy while communication channels are exploding presents a daunting dilemma. The cacophony of marketing messages has risen to a deafening level with the advent of a multitude of new online marketing channels -- social media, mobile, email, blogs - adding to the already crowded world of offline marketing - direct mail, print advertising, TV, radio.

In response, consumers are voting with their dollars and their attention. Many consumers have made it clear that it's all about relevant, targeted messaging, rather than about the medium. The era of mass messaging with irrelevant, cookie-cutter content is clearly over.

Precision Marketing helps break down the perspectives, capabilities and skills necessary to deliver more powerful marketing results. Case studies from companies such as Fiat, Amazon, Tesco, ING and others show how today's leading performers are beginning to recognize, identify and capitalize on many of the concepts of precision marketing to set themselves apart and reach a whole new level of growth.

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