

PRESENTATION THEATER

You've learned quite a bit about DME's commitment to relationship marketing. One of the main phrases they stand behind is "connecting our customers to their customers." So I thought maybe you'd like to hear my take on that.

See, *I'm* the end customer. Everything they've shown you is geared to sending personalized marketing from you to *me*. You can call me "Jack Schmidt."

I am hit with a ton of marketing messages every day. Everywhere I look. I get "Dear Resident" mail. I get email and see banner ads for all kinds of products I would never use and some I hope I never NEED to use. Right? I'm being trained to ignore all of it.

So when I look through my mail, or my email or I browse the internet, I only pay attention to things that interest me – especially when I see my name on something. If the information is engaging and includes subjects I'm actually interested in, then I'll invest my time and pay attention. It starts to feel like a more personal relationship if someone took the time to send me something they KNOW I like.

I'm also more likely to invest my money in a product or service if the message is designed for me. I'm really looking to establish brand loyalty – for both products and companies. I'd rather do business with people I trust... and I am more likely to trust someone if I see they're reaching out directly to me and not treating me like another statistic. That means showing me things I WANT or NEED. That feels... personal.

And if I can personalize my choices, like on my own web page, I'll give out more information about what I like. I'll call a special number, or give permission for you give me a call. I'll even take a survey if I think there's something beneficial in it for me; especially if there is an incentive.

I'll do business with people who take the time to know me and establish that kind of trust. And I'll refer my friends to them, too. That's relationship marketing.

INTEGRATED PROCESS – VERSION ONE

I'll tell you what happened. First, when I got home there was a message on my answering machine. Didn't sell me anything - which was nice - just said to watch out for a letter in the mail in the next couple of days.

Sure enough, two days later, there was the mail. It wasn't a "Dear Consumer" or "Dear Resident." The letter used my name, knew my city – it was about things that I like. OK, that caught my attention. This letter was really targeted to me.

It talked about a website that had been created just for me with more information. My name was even part of the web address. That was pretty amazing. I typed the link into my web browser.

And there it was. Really, a web page with my name on it, with information and pictures about things that were interesting to me. There was a short survey, took a minute or so, but helped them put more content on my web site specific to what I wanted.

And that site had everything. Not just pictures and text, but movies, animation, offers – very nice. I spent awhile just checking out everything on the site. And they say they'll keep updating the site with new material, so I'll be back to check that out. I'll admit it – I'm hooked. They have a new customer.