



Why should I choose the MindMatrix approach?

First, consider this. Why are Google, Yahoo, and other cutting-edge web companies racing to develop personalized search results and advertisements? The answer: to provide information targeted to the individual consumer. These companies know that they can achieve superior results in their marketing and sales initiatives by making their content as relevant as possible to the needs of each consumer. They also know that the most cost-effective and efficient way to generate personalized campaigns is to automate their processes through the use of comprehensive marketing software.

Now apply this approach to business-to-business and non-commodity, high-value marketing and sales (real estate, banking, insurance, investments, pharmaceuticals, automobiles, etc.). Individual salespeople always wish to customize their offerings for clients, but are usually limited to options like putting a name and address sticker on a pre-printed glossy brochure or spending too much time hand-crafting a proposal. However, direct salespeople and independent channels no longer need to settle for less. They can get professional sales and marketing materials – tailored to their locale, industry, client, etc. – in an on-demand, cost-effective manner. What's more, the materials adhere to corporate branding standards, so there's no compromise on consistency.

Leave your static, stale materials behind. Now you can create customized PowerPoint presentations, flash presentations, proposals, brochures, postcards, sales fulfillment materials, e-catalogs, micro-websites, emails, and more – on-demand, individually-tailored, and at low cost.

A few points to consider:

- ❖ **Personalized one-to-one marketing communications are much more effective than standard "one-size-fits-all" mass communications.**

A study by Gartner G2, iMedia Communications, and the Wharton School of Business has shown that personalized marketing provides the following improvements over a standard approach:

- More efficient use of customer and prospect time: 44%
- Greater customer retention: 43%
- Overall revenue increases: 43%
- Increased average time spent at website by clients/prospects: 42%
- More efficient use of employee time: 38%
- Reduced costs: 26%
- Increased margin of average sale: 25%



- ❖ **Automatic database updates keep marketing and sales materials up to date and accurate in terms of branding, company information, and product/service details, minimizing rework and reproduction costs.**

Up to 15% of a marketing/communications budget is typically spent on keeping old material fresh. This investment could instead be dedicated to developing new programs and generating additional revenue. Maintaining materials in an electronic format also reduces inventory and disposal expenses.

- ❖ **Multi-channel, multi-step communications (such as combining electronic and print) are more effective than single-channel communications.**

The Kellogg School of Management at Northwestern University, in the book *Kellogg on Integrated Marketing*, states that twenty-first century marketing campaigns need to combine mass and one-to-one marketing into a coherent whole, and must be integrated across multiple channels of communication (print, email, web, etc.).

- ❖ **Automated lead nurturing and lead generation processes that properly track recipient activity should be used to focus salespeople's time on qualified and interested prospects.**

Gartner, in their *Lead Management Closes the Loop Between Marketing and Sales Relationship Management* summit, said "With increasing emphasis on revenue growth, many companies are being inundated with leads through referrals across lines of business, campaign management, event-triggered marketing, and re-engineered touch-points (websites, branches/offices, or call centers). Often, improvements in lead generation are at the expense of better lead management, resulting in an overabundance of unqualified leads of differing quality that cannot be handled by current resources and sales capacity. These leads compete for the time and attention of customer-facing employees who have no way to prioritize them. Having fewer, but higher-quality, leads provides more value to sales employees and improves the visibility and accountability of marketing."