

Customer Controlled Communications™

By Mark Koller, President, CGSM

We all know that "information is power." And that "the internet changed everything." But how are those things related? Well, for one thing our customers are working smarter today than ever before, have more tools at their disposal, and are WAY more hip to our sometimes clever marketing efforts. When it comes to products and services our customers have a plethora of choices and channels and they're in control in ways never before seen. To get a sense of how things have changed take a little stroll with me through the history of marketing efforts....

1) Stone Age Marketing

We have product. Think it good and people will like. Run advertising. Wait for people buy from Ogar the merchant. If lots of people buy - advertising good!

2) Classical Antiquity Marketing

We have a number of products and we have customers and know some things about those customers. Our customers appreciate the intricate workmanship in our products, like poetry. We make offers of our products to customers based on what we think will make them want to buy our product.

3) Medieval Marketing

We have lots of customer data and a good profile of customer behavior. We know when they like to buy things and even know some tendencies buyers of one product show for other products in and out of their product line. (It feels like there's a renaissance going on.) We can serve up promotions and special offers that correspond with our customer data. We serve up offers when and how often we want, like it or not.

4) Industrial Age Marketing

We use the latest demographic and psychographic information to draw a detailed customer profile. We then can build products that our highly profiled customers should be interested in buying. We serve up offers when and how often we want, like it or not.

5) Internet Age Marketing

Customers choose WHICH companies they want to hear from, WHAT marketing channels they want to use, and HOW OFTEN they want to receive messages or offers. I call this Customer Controlled Communications™ (CCC™). The ground has shifted and the old way of delivering advertising is soon to be no more. That sound you hear in the background is the sound of customers tuning out and turning off your message. And they will not miss you at all. Next month I will outline how we got to this point and show how you can join the movement!

About CGSM

CGSM is a privately held direct-marketing agency specializing in the marketing strategy, design and production of direct marketing campaigns. Its media neutral approach and production skills combined with a focus on improved targeting make it possible for CGSM to offer a unique approach to customer acquisition and retention. For more information please visit www.cgsm.com