

personalised URL marketing

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Personalised URL Marketing provides a very powerful online response channel for direct mail.

Personalised URL Marketing is the technique of adding a web address as one of the response channels on a direct mail piece and following it up with highly targeted VIP Landing Pages.

Most direct mail campaigns neglect the large percentage of recipients who prefer to respond online. The internet changed the way buyers buy and sellers sell. It's changing the role of direct mail. According to a recent DMA study, one out of three direct mail recipients prefer to respond online. Sending them to a same-to-all corporate website just isn't good enough for today's web savvy audience. Personalised URL Marketing engages these highly valuable prospects with their own VIP landing pages. A landing page is designed to generate leads. It greets respondents by name, captures email addresses and all activity is tracked.

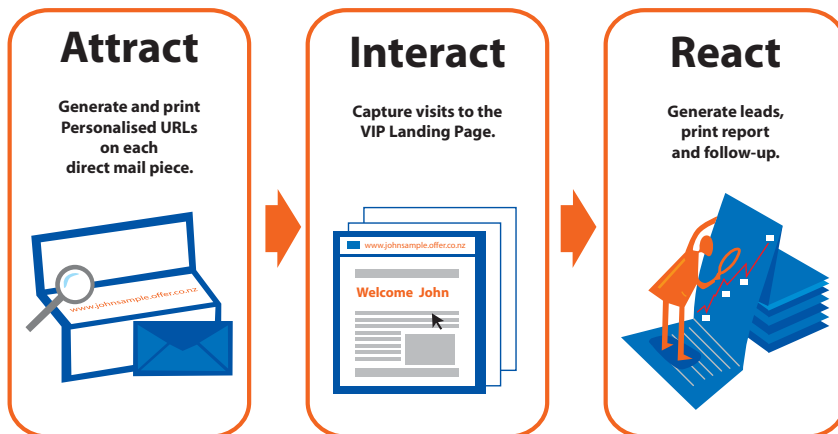
A Personalised URL is a web address that incorporates the recipient's name. For example:
<http://recipientsname.yourbusiness.com>

When 'your recipient' visits their personalised landing pages, they find exactly the information they expect based on the direct mail piece.

The activity of each respondent is tracked and reported. Leads are automatically sent via email or texted to the sales team for immediate follow-up.

Get two powerful media - direct mail and the internet working together!

Baseline can now link the impact-power of direct mail with the interactive capabilities of the internet. The result? The conversion of direct mail recipients into qualified, educated prospects and valued customers.



Stevens Motors
www.stevensmotors.co.nz

Stephen,
Mazda 2 Wins New Zealand Car of the Year.
We know you'll just love driving this little beauty Stephen. So go to your own personalised URL below to find out how to TEST DRIVE the Mazda 2 and go into the draw to win....
<http://stephenwoollett.mazda2stevensmotors.co.nz>

MAZDA 2 NZ Car of the Year
*Voted by the New Zealand Motorist Writers Guild