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Marketing communications now 'real-time' but must be personalised

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Creating personalised online marketing communications relies on quick and relevant data, according to one expert.

Kevin Slatter, managing director of G2 Data Dynamics, said the changing nature of the vendor-consumer relationship meant the idea of real-time marketing was becoming a reality, reports Marketing Week.

"The advent of the internet combined with data-driven insights have helped to quicken the pace of modern life and create a virtuous circle of brands being able to expose their target audiences to relevant marketing messages quicker than ever before," he told the industry magazine.

But despite the ostensible benefits of this, he warned of "the very real risk of getting it wrong".

Consumers and brands are both negatively impacted by the upsurge in spam which has proliferated on new technology platforms, and Mr Slatter said "honest brands" needed to optimise their online ad campaigns by using the data at their disposal to produce personalised marketing communications.

In a blog for MarketingMag.co.au, Kevin Mackin warned anyone who wasn't willing to get "stuck into data analysis" to help make marketing decisions they were missing a trick.

