

# TARGETED CUSTOMER PROFILES

▶ The Prescription for Successful Email Marketing

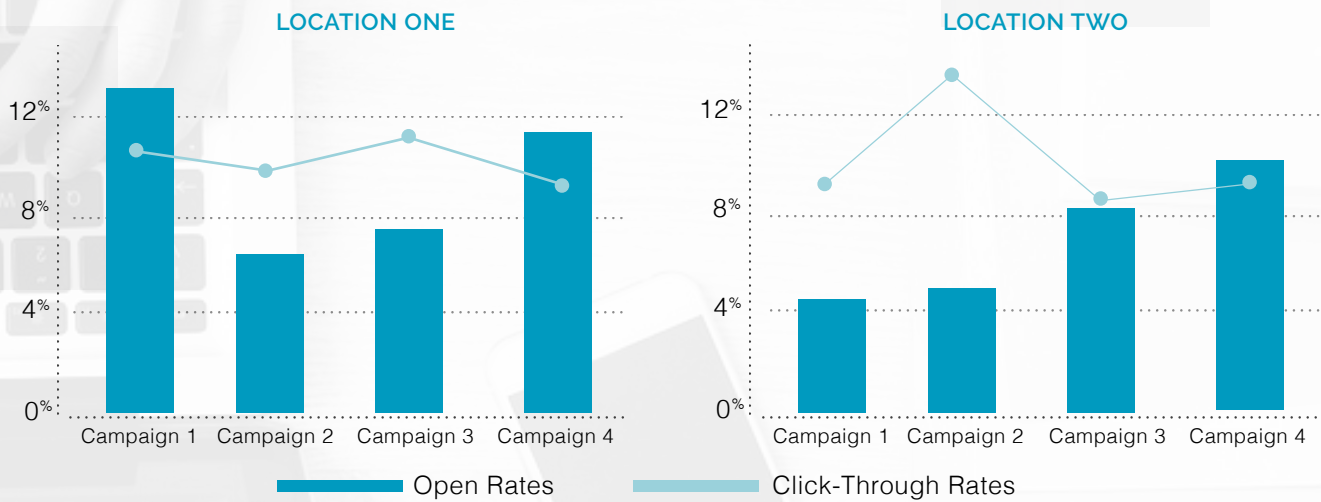
## HEALTHY NEIGHBORS

With a marketing strategy aimed at making an impact in the immediate neighborhoods of multiple facilities, a 24-hour emergency care center needed a way to acquire new patients while promoting their specialized health services and community activities.

## FINDING COMMUNITY

Distribion's Email Marketing Specialists helped develop an email marketing strategy based on an ideal customer profile built from consumer data and key demographics. The team then turned to Distribion's Prospect Finder to generate a targeted list of prospects who matched the ideal customer profile within a several mile radius of each neighborhood location.

## MEASURING THE IMPACT



**Buyer profiles help brands focus on real potential customers. Segmenting a brand's larger audience with specific attributes and demographics will help any organization develop targeted messaging and email marketing strategies that lead to consistent engagement.**

Combining a segmented audience with targeted emails led to increased response and engagement. This client's marketing campaign clearly resonated with the local audience in both locations. For those who opened the emails, an impressive 10 percent on average clicked through, taking them to the next step in becoming a customer.

## GENERAL PRACTICE FOR PROFILE DEMOGRAPHICS

When creating a customer profile or segmenting an email marketing list, it's important to have some basic information about who your brand's consumers are:

- Location
- Age
- Interests
- Marital Status
- Ethnicity
- Gender
- Income
- Education
- Home Ownership
- Occupation