



Marketing through the eras

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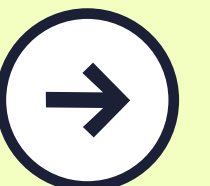
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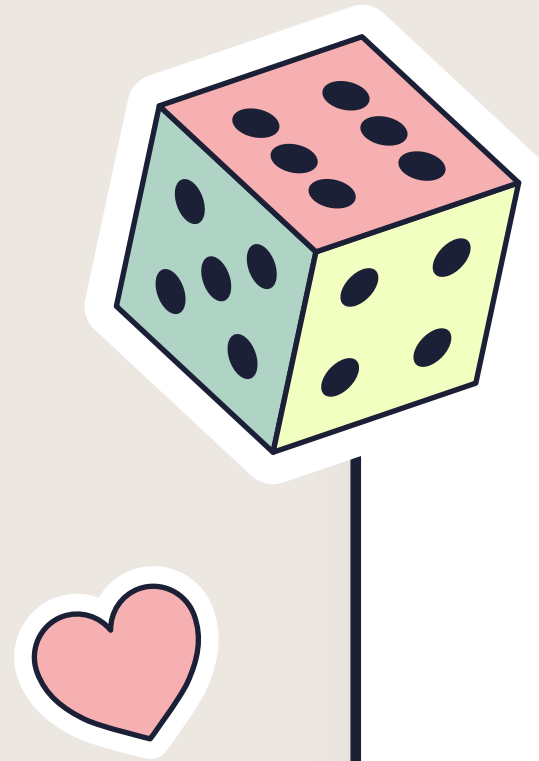


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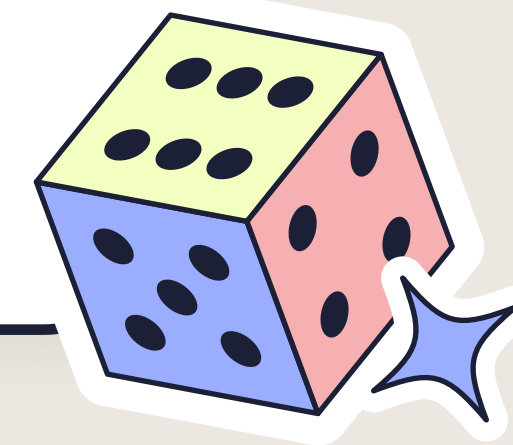


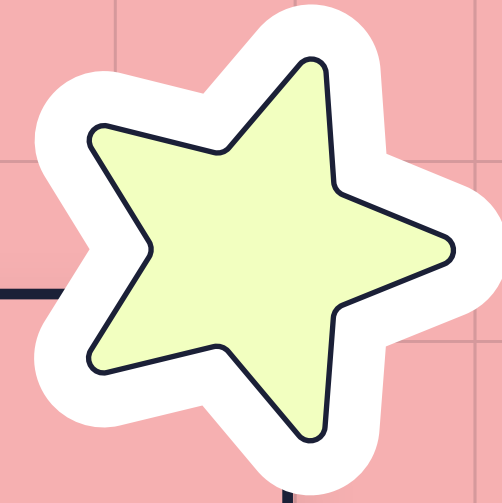


Marketing through the eras

Marketing has evolved, shifting from traditional mass media to sophisticated and personalized strategies. Hyper-personalization and meaningful interactions are now crucial for developing immersive brand experiences that nurture lasting customer connections.

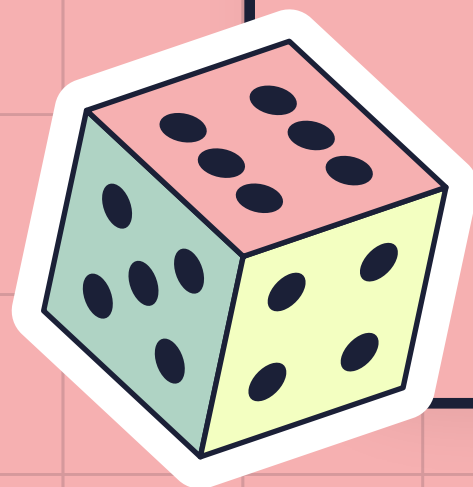
Come with us through the eras of marketing and see why the future of marketing communications lies in personalized, 1:1 interactions.





Marketing, Actually:

The 1:1 Marketing era



A new age of personalization and direct relationships



2020s and beyond

76%

of consumers admit to getting frustrated when they don't receive personalized experiences (McKinsey).

71%

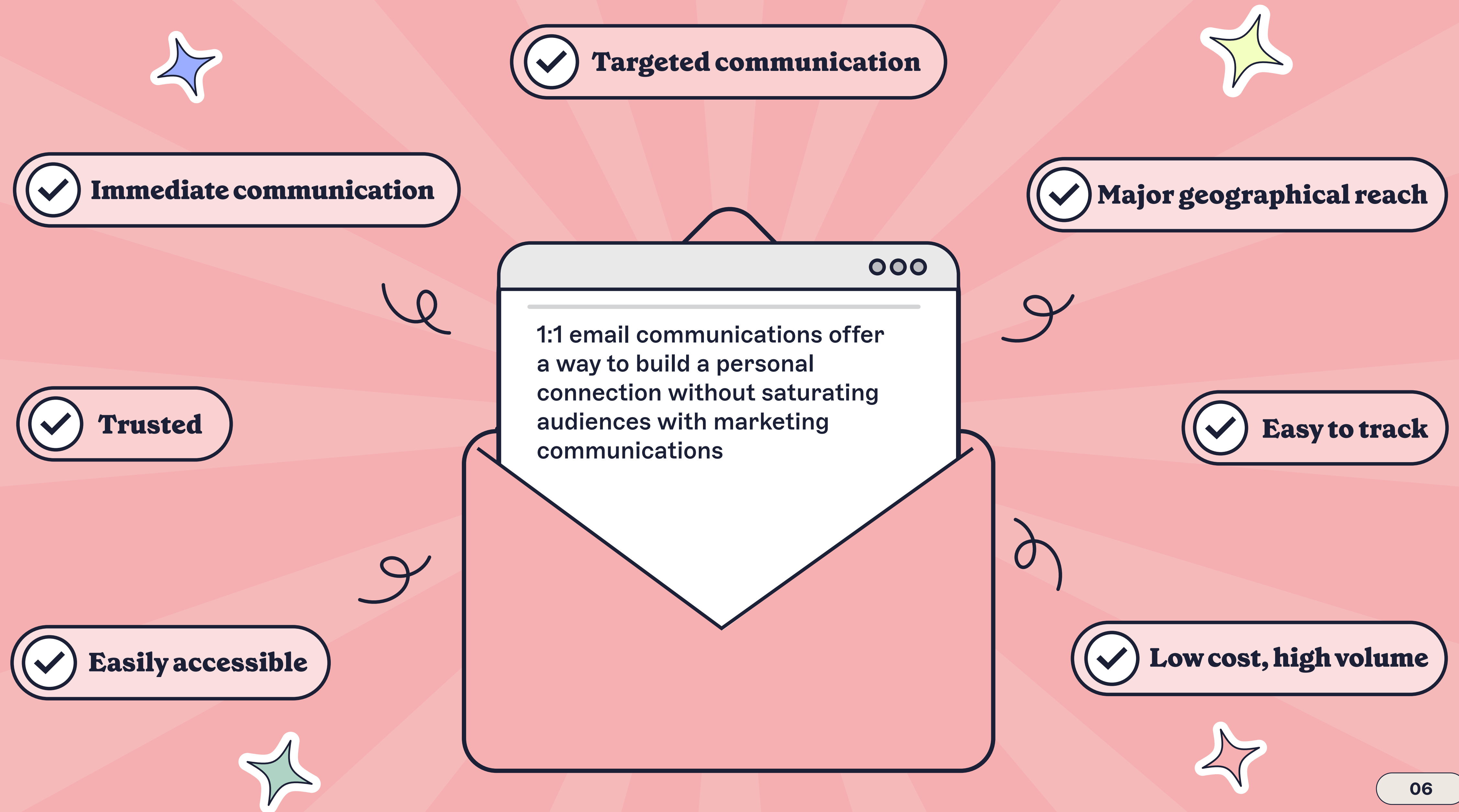
of consumers now expect companies to deliver personalized interactions (Forbes).

64%

of B2B buyers think vendors do not approach them with the right information at the right time (B2B Marketing).

83%

of consumers say that they refuse to engage with brands that they don't trust (Zendesk).





Sign-off strategy

Email signatures—small but mighty tools for personal encounters.

By transforming every email your business sends into a targeted marketing campaign, you enable hyper-personalized 1:1 communications.

Our research shows:

64%

of recipients say a branded email signature increases trust.

68%

of marketers actively use email signatures as a marketing tool.

94%

of marketers state that consistent branded signatures have a positive impact on email engagement rates.

62%

of marketing leaders hope to generate at least 16% of revenue through email signatures alone.

**Using email
signatures in your
1:1 marketing
strategy leads to:**

Enhanced brand reputation



Higher sales conversion rates



Increased sales efficiency



Decreased sales cycle length



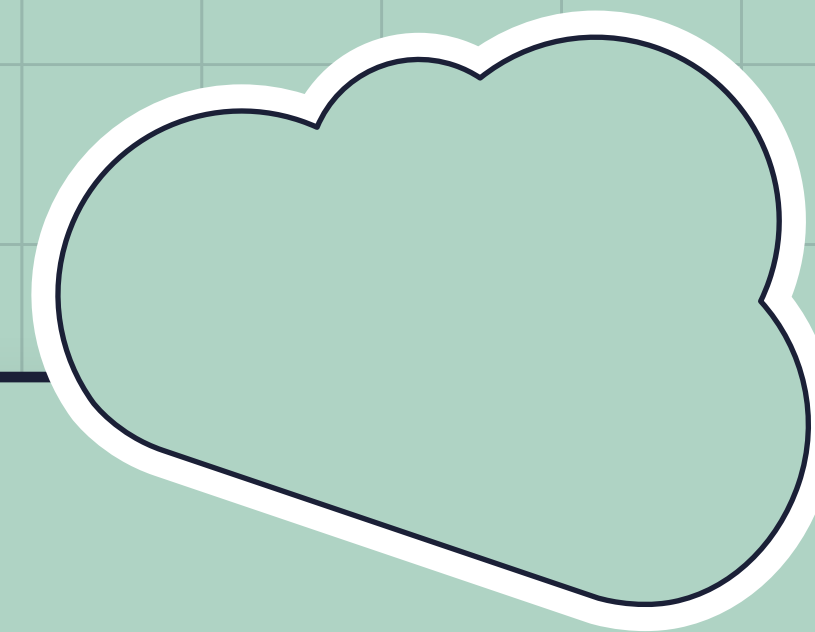
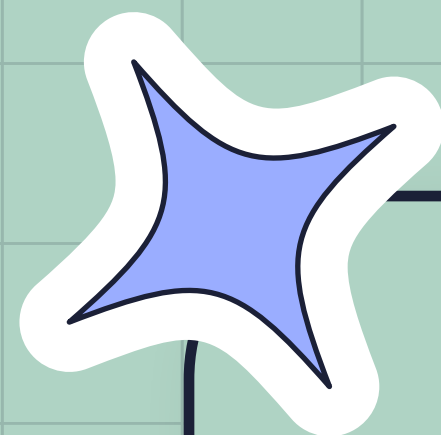
Lower CAC*



*Customer Acquisition Cost

The background of the image is a vibrant pink sunburst pattern. Numerous thin, light pink lines radiate from a central point, creating a starburst effect against a slightly darker pink background.

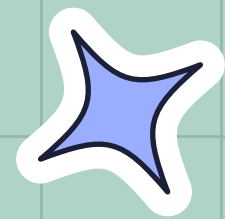
**READY TO
STEP BACK
IN TIME?**



A Social Dilemma:

The Data-Driven Marketing era





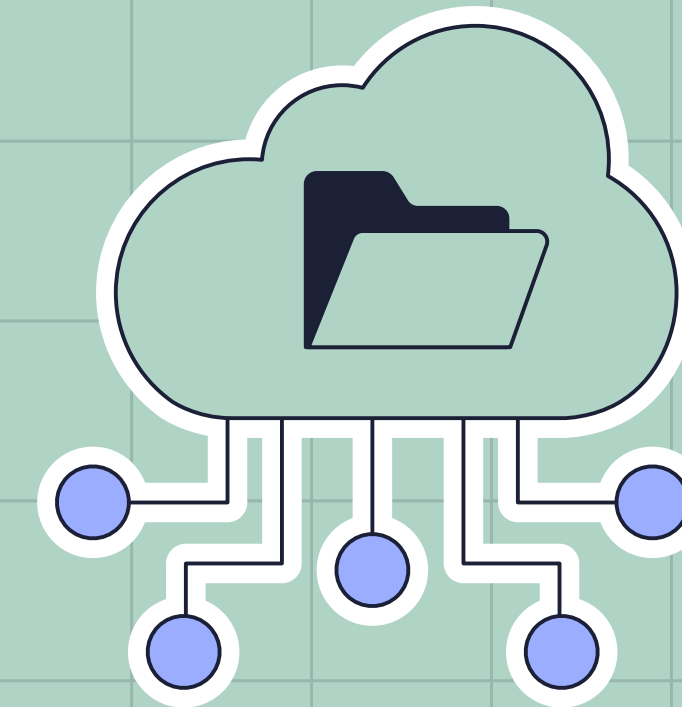
2011

Google begins using search history to create more personalized news feeds



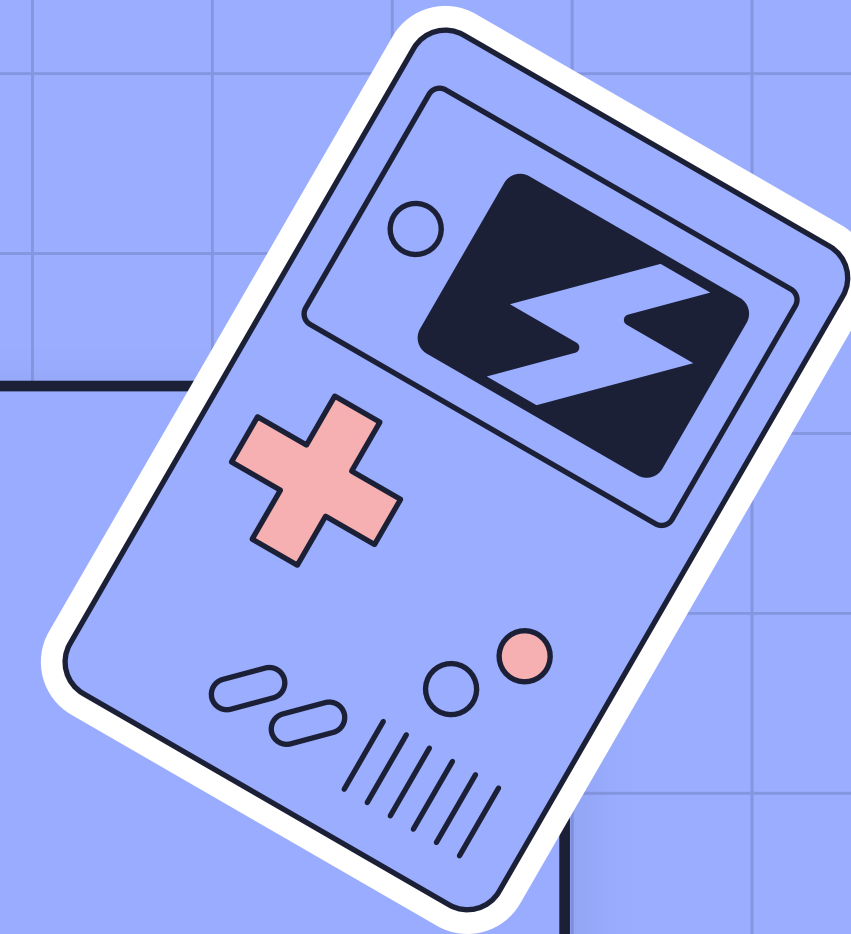
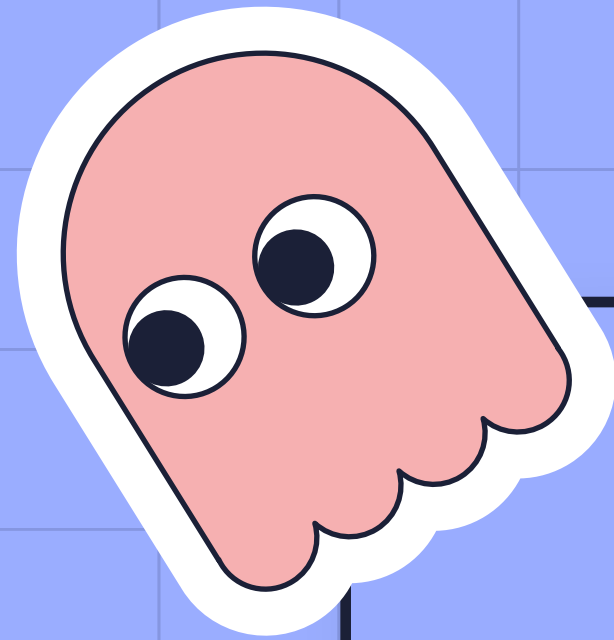
2018

GDPR is introduced to safeguard personal data, creating a balancing act between personalization and privacy



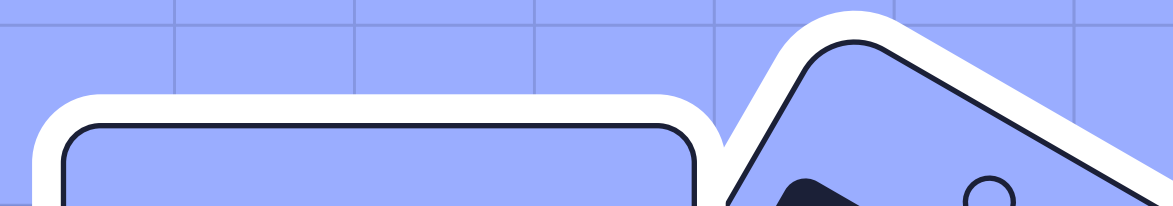
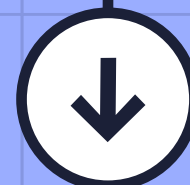
The 2010s

Digital marketing is transformed and deep dives into big data create detailed consumer insight



You've Got Mail:

The Internet Marketing era



2006

Facebook inks its first ad deal with JP Morgan Chase to promote Chase credit cards



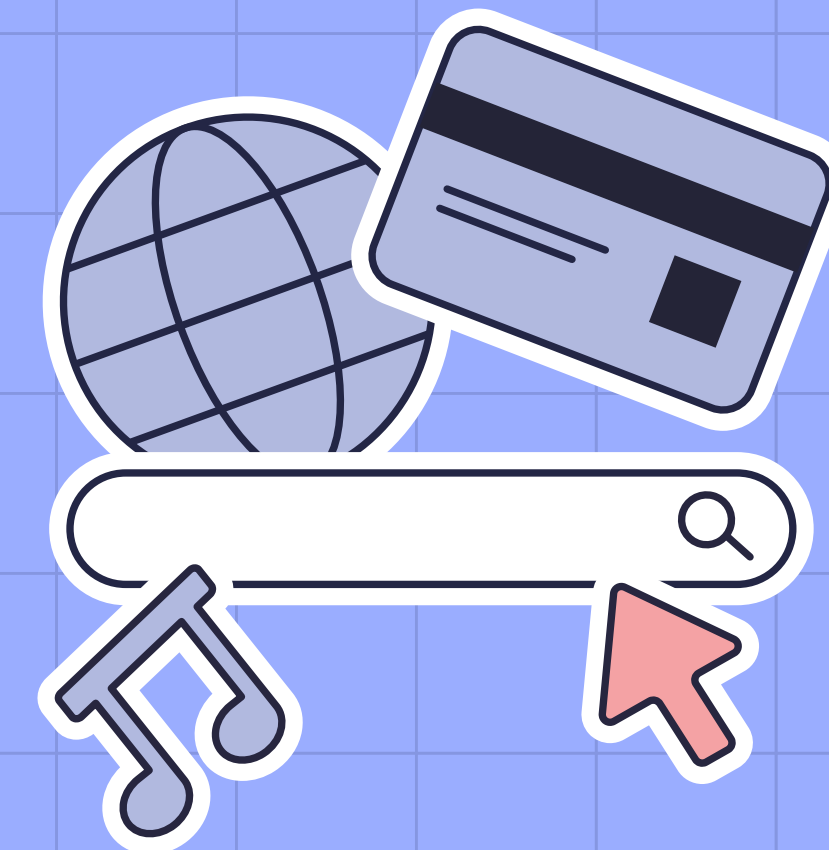
2005

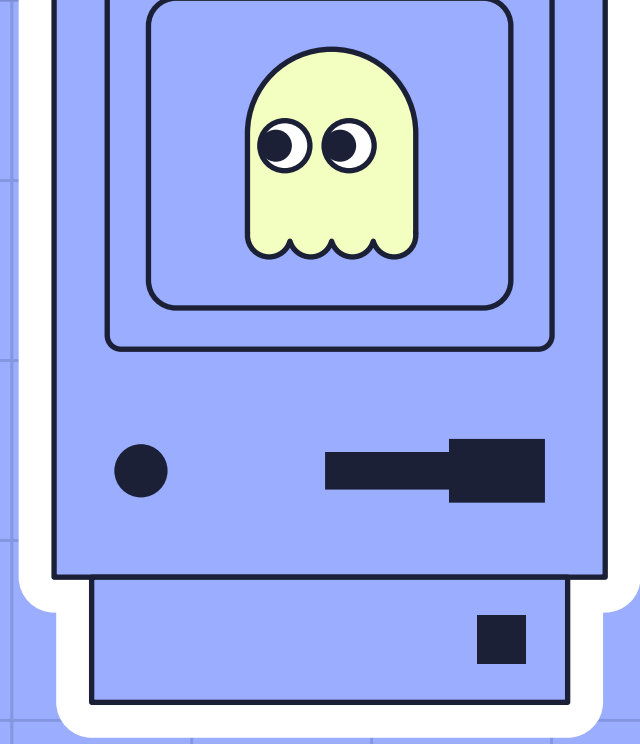
LinkedIn display ads launch, allowing brands to target their posts to the correct audience



The 2000s

Social media giants step onto the scene, transforming ad targeting and shaking up the market





1998

The term “spam” enters the Oxford English Dictionary as marketers inundate users’ inboxes

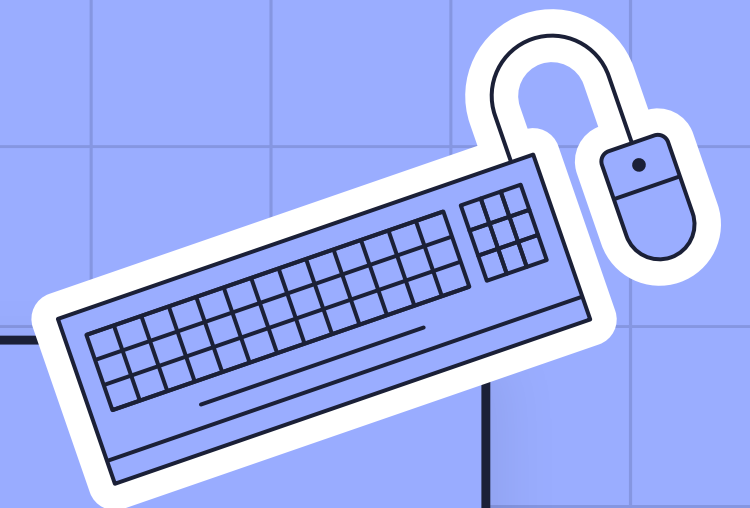
1994

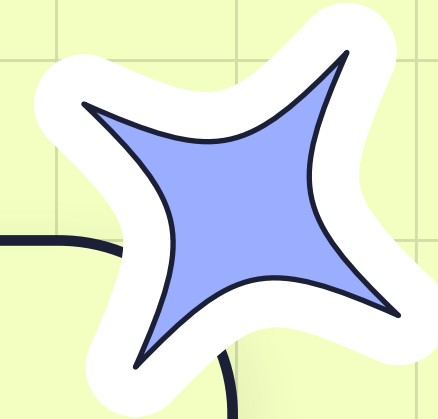
The first email marketing blast is sent by a company called Digital Equipment Corporation to 400 people on their mailing list



The 1990s

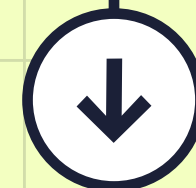
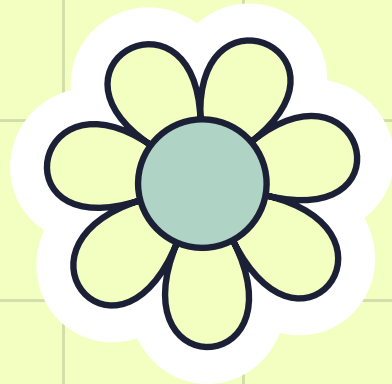
Email becomes a game-changer for cost-effective outreach at scale





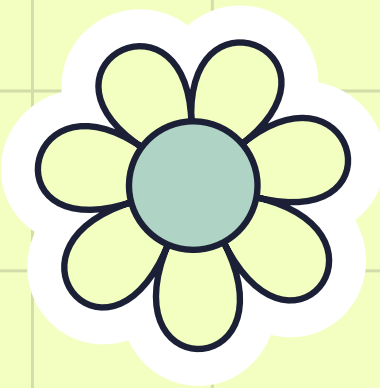
Don Draper Dominates:

The Traditional Marketing era



The 1980s

Telemarketing dials in, offering customers deals galore and quickly eclipsing direct mail

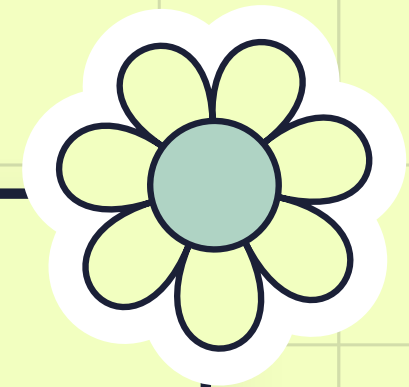


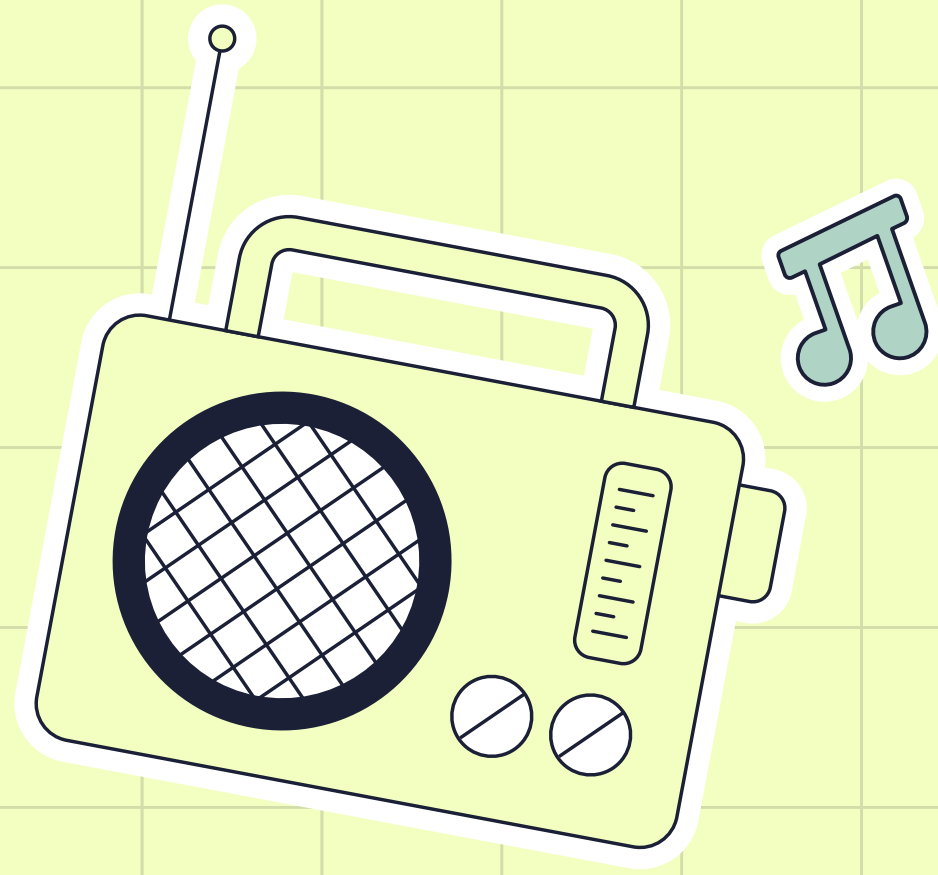
1965

Coca-Cola gives us Charlie Brown's Christmas Special, one of the first ever examples of brand alignment

The 1970s

Personal yet broad tactics evolve as catalogs and direct mail flood mailboxes with colorful, bold graphics to boost sales



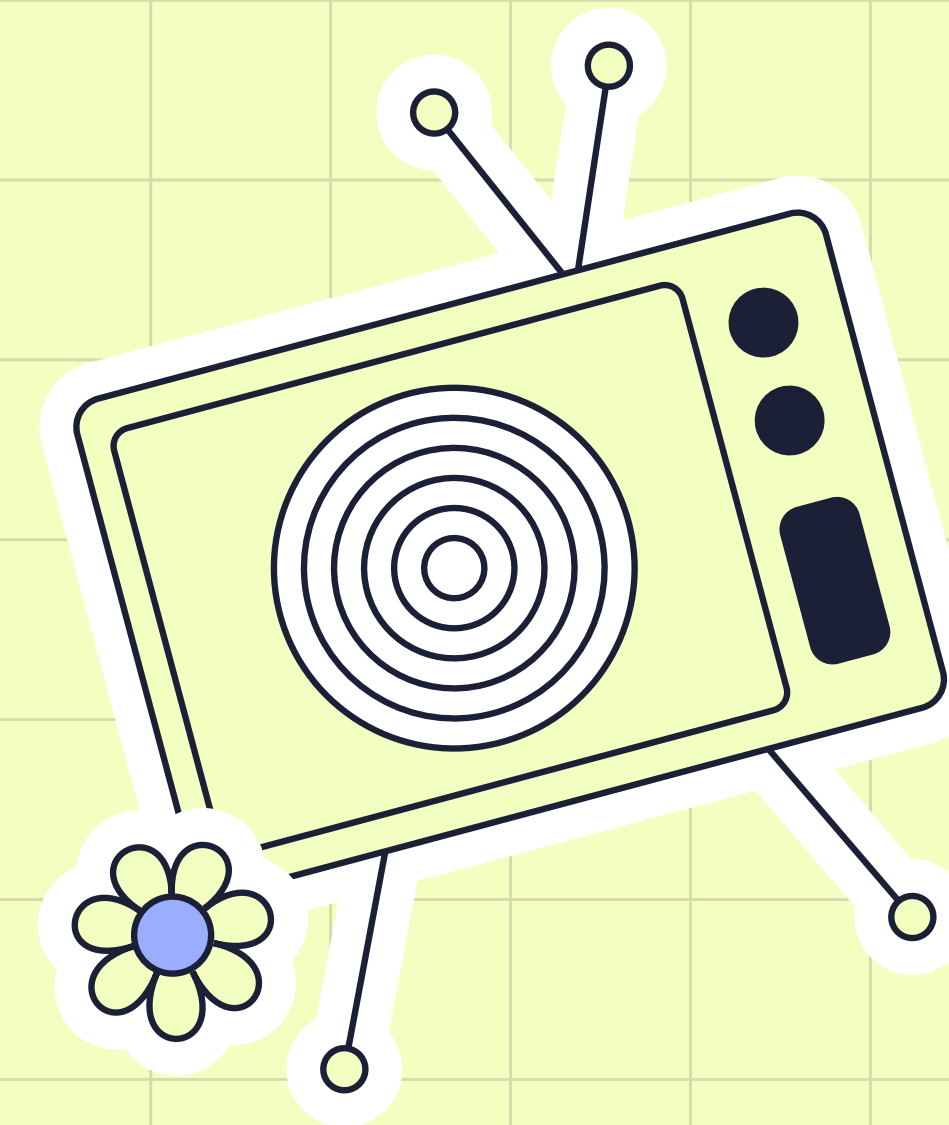


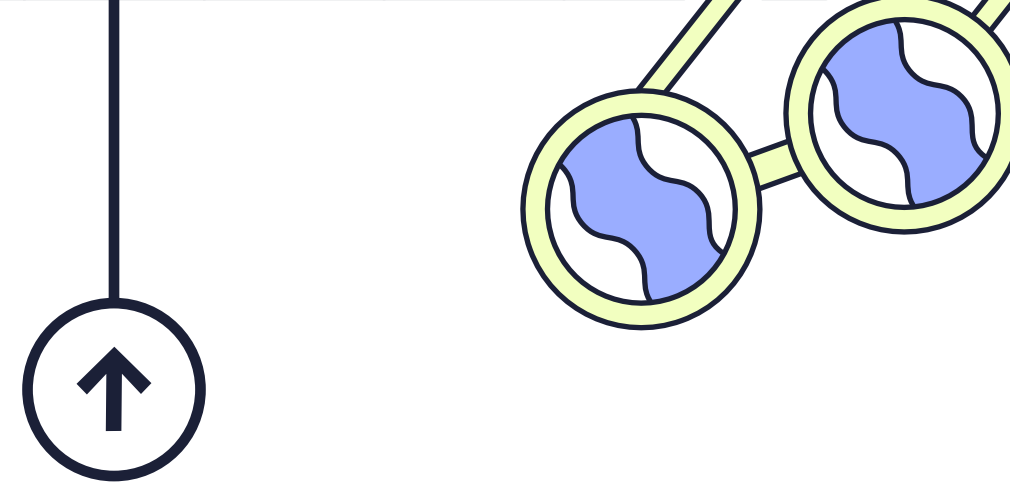
The 1960s

The "Golden Age of Advertising" begins as brands broadcast wide to catch everyone's attention

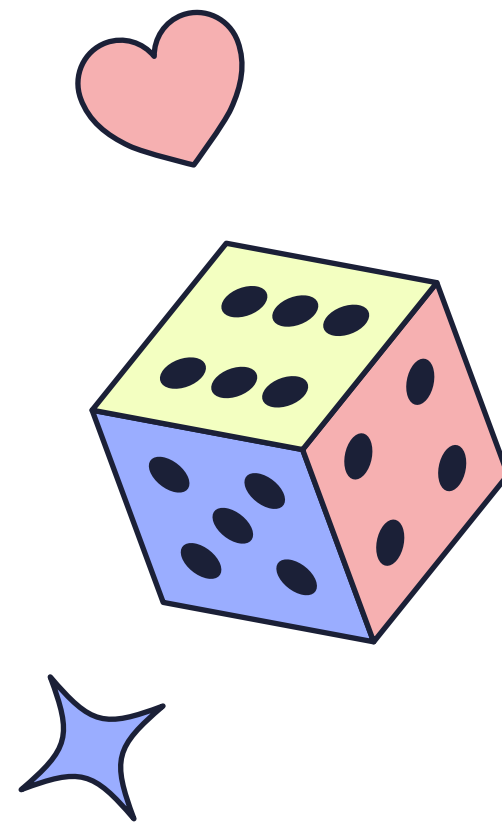
The 1950s

The postwar economy booms and mass media hits the scene with TV commercials, billboards and print ads



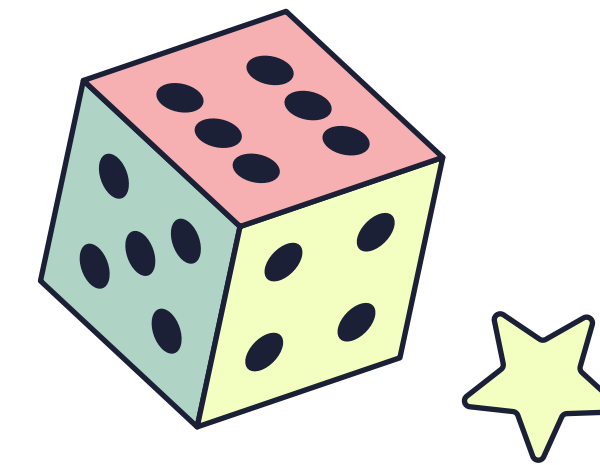


Back to the future



The future of marketing communications is 1:1

See how Exclaimer can supercharge your
personalized marketing and form stronger
relationships with your audiences.



exclaimer.com