Imperyo Fight Back against Claims Personalisation is a Fad

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After a recent article published by Marketing Week Suggested Personalisation in marketing may be nothing more than a fad, sales and marketing firm Imperyo have hit back, sharing why personalisation is so valuable to the customer experience.

In the past year personalisation has been having a huge impact on the marketing industry with a number of major global brands adopting personalisation techniques to increase their consumer base and improve the public perception of their brand. Arguably the most well-known campaign of this nature has been Coca Cola's 'Share a Coke' campaign which offered consumers the opportunity to purchase personalised products. The campaign was a huge success, especially with the addition of an online service through which consumers could create their own personalised Coca Cola bottle. Through the campaign the brand reversed their declining sales and grew their global Facebook audience by 6.8%.

About Imperyo : http://www.imperyo.co.uk/

After the success of Coca Cola's 'Share a Coke' campaign a number of well-known brands are now following suit and amping up their personalisation. Marmite recently offered consumers the opportunity to personalise their iconic jar with someone's name,whilst Nutella adopted a similar approach in order to connect with their consumers and build their brand loyalty through their 'Your Nutella, Your Way' campaign, which launched on 2 November.

Imperyo, a Watford based sales and event marketing firm believe that the reason behind these brands pursuit of personalization is clear. Consumers want to feel special and valued as an individual, rather than a sales statistic. By allowing consumers the opportunity to personalise a product brands are able provide consumers with something which is unique and special to them which helps them to feel more engaged and connected to a business which will ultimately boost their loyalty. In fact, a 2013 study by Hanley-Wood Business Media found that 78% of consumers are more likely to build a relationship with brands that offer personalisation of products and services, compared to those which don't.

However, despite the clear benefits of personalisation, some are less than supportive of brands efforts to personalise the customer experience. Those opposed to this new trend of product customisation believe that it is in danger of leading to the misuse of the word personalisation. They argue that personalisation is about making lasting emotional connections with consumers and are concerned that the recent efforts by these big name brands could trivialise the idea of personalisation and that these campaigns are only generating a short term buzz.

Whilst Imperyo agree with that personalisation strategies should be focused on the long term and emotional connection should always be central to these strategies the firm are dismissive of the claims suggesting these efforts are nothing more than a fad. The firm are heartened to see big name brands adopting personalisation techniques and whilst some may not approve of their methods the firm are keen to point out that without the actions of these brands personalisation in marketing may never have come to the forefront of customer attention.

Imperyo is a Watford based sales and event marketing firm that specialises in face to face event marketing campaigns. On behalf of their clients the firm meet with customers one on one and use these interactions to tailor products and services to suit each customer's specific needs, which helps to raise brand awareness, increase sales and boost brand loyalty. Irrespective of form, Imperyo believe that personalisation is timeless and even the smallest efforts or changes to marketing approaches can foster longer lasting relationships and help customers feel more emotionally connected to a brand.

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