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Why personalized content is the future of digital marketing

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## Why Personalized Content is the Future of Digital Marketing

Giving each customer personalized content shows that you care for your customers and ensures that they are getting exactly what they want from the company.

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**Personalization** (<https://www.indianretailer.com/interview/retail-people/startup/why-skinkraft-is-betting-big-on-personalization-to-expand-its-d2c-customer-base.i1865/>) when implemented correctly, enables brand messaging to break through the cluttered landscape. At a time where consumers are more empowered than ever before, marketers need to be aware of how their content impacts the customer experience. To do this, it is important that to understand what customers want and what kind of content will capture their interest. Giving each **customer** (<https://www.indianretailer.com/article/technology/digital-trends/.a7237/>) personalized content shows that you care for your customers and ensures that they are getting exactly what they want from the company.

### The Rise of Personalized Content

71 percent of consumers feel frustrated when a shopping experience is impersonal. Customers want a personalized experience and they are willing to share the data to enable that experience. Customers actively seek relevant content and 72 percent of consumers say they only engage with personalized messaging. Personalization allows them to navigate clutter and focus on the things they would like to discover, read, buy, and so on. It's a lot of wasted time trying to find something buried under 100 things that you don't care much for.

Personalization is good for business. Data and marketing technology now allows for far more personalization than previously possible, personalization makes the marketing funnel more effective and leads to improved conversions. Simply put, it helps sell better, bigger, and smarter. Brands not using personalization will cease to be preferred and will get overshadowed by the competition.

Personalization is a belief and one has to commit to it, an average consumer can get more than 10,000 messages a day, that's a lot of clutter to break through. Marketers will often counter this by casting a wide net which makes the messaging generic and ineffectual. To personalize, the 1st step is to understand your audience and create intelligent personas.

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Customized personas allow us to start at the bare basics, demographics, age, etc. Then layer behavioral data on top of that information. This information can come from a variety of sources including your customer databases, digital marketing platforms, and even from 3rd party data. Adding this combined data to AI or big data processing can give a good idea of who your customer is and what they need or require.

### Invest in Content Creation

Understanding the behavior patterns can provide triggers that will make your content more relevant, such that it talks directly to the customer. It is an investment, yes, but the alternate is wasted media spends and a messed-up site cookie pool.

Personalization is the future of digital marketing. It's important to understand that this doesn't mean you need a personal touch for every customer interaction — it means using content, creativity, technology, and data analytics to create personalized experiences tailored specifically to your customers' needs, interests, and preferences.

Personalization may result in having to dust off the existing personas or targeting and focusing more on quality rather than quantity, e.g., the number of leads may go down but the quality of what you get will increase consistently as you learn and implement behavior patterns into your user journey. It eventually impacts the bottom line positively. Marketers state that personalization can boost revenues by up to 15 percent. The future of digital (and all marketing) is personalized, empathetic, conversational but not cluttered.