

DIGGING UP RESULTS

Digital Innovations Group has a unique approach to personalized marketing that can dramatically improve a company's bottom line.

by Denise Kranich

If you owned a shoe store and were planning a huge sale, how would you get the word out effectively to engage all of your customers? Perhaps you want to reward your most frequent customers with additional discounts or inform those who prefer a certain brand of shoe about a special incentive just for them. How would you market to all of your customers, but still personalize the message? The answer: DIG for the data.

DIG stands for Digital Innovations Group, a company that offers valuable marketing solutions for businesses and organizations of all sizes. President Kate Dunn says DIG can help any company improve its marketing return on investment: "Our goal is to determine what our clients' customers' preferences are in order to build a piece that is so relevant to them that they read it, comprehend it and act upon it."

Dunn started Digital Innovations Group in 2003 after a long career with the Xerox Corporation and a six-year stint as VP of sales for Choice Communications, a commercial printing firm. "I wanted to focus on personalized marketing," notes Dunn. "I enjoy the combination of problem solving, marketing, technology and a results-oriented focus."

DIG's clients read like a Richmond Who's-Who. They vary from large companies like Ukrop's, Capital One and Performance Food Group to smaller companies like Quality Lawn Care and DeFoggi Development. "We are focused on what can be accomplished and not the size of the client," says Dunn. "Marketing is about results. If we get the results our clients need, we will grow."

Kate Dunn, president

DIG projects include First Market Bank's loyalty program Market Share and other engagements for generating leads and managing customer relationships. Dunn says the company keeps evolving. DIG is now consulting with many print companies, teaching them how to sell personalizing printing and operate more efficiently.

Another integral part of DIG's business is Internet enablement, which allows firms to react quickly with branded, targeted and personalized direct mail and e-mail campaigns.

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People are bombarded with information all day from multiple sources. They don't have time to read—let alone consider—all of it. DIG's concept is simple: Put something relevant in front of customers and they'll take notice. "We help our clients get the right message to the right person at the right time. It's exciting to see response rates leap from under 2 percent to double digits. That increase translates into additional opportunities and sales for our client," says Dunn.

DIG's mission is not only to increase customer response rates for its clients; it also aims to eliminate mountains of unnecessary information, reveal their best potential customers, improve and grow existing customer relationships and communicate more effectively with their employees. Digging up these kinds of results will increase the bottom line of any company. And that is what Digital Innovations Group does best.

