

## **Personalizing e-mail for different audiences, more**

**Irene Chang -27 Feb 2007 01:38**

*How can organizations personalize e-mail communications based on various target audiences?*

“Most organizations have various audiences to communicate to, including employees, customers, prospects, partners, and investors,” says Ajay Goel of JangoMail.

Each of these audiences has its own needs, hence a one-size-fits-all message cannot be used effectively, and even within each target audience, there are demographic differences that should be catered to individually, Goel notes.

E-mail communications tools allow organizations to create targeted lists based on different constituents and then send very focused messages. There are big customers and small ones, those who have made a purchase in the last month and who haven't, and those who have bought a specific category of product and who haven't. Each condition can be used to tailor specific content to specific customer subgroups.

Sophisticated e-mail marketing applications allow you to compose and send a single e-mail template to your entire list, and then the application decides which content should go to which recipient, based on their demographic profile.

“This... is especially critical in PR when distributing press releases to journalists and industry analysts,” Goel adds.