

Keeping Marketing Up While Budgets Are Down: New Strategies for a New Economy

Today's economy presents challenges never before faced by today's marketing professionals. Decreased demand means increased pressure to improve sales, often with a shrinking marketing budget. But new print and marketing technologies are bringing a host of innovative new solutions for growing sales and reducing costs.

Successful marketing strategies don't rely on one media alone, but rather the combination of multiple media such as print, email, and the internet. And that's where ImageSet Digital comes in. Long before economic necessity forced companies to rethink their marketing resources, we've offered solutions for doing more with less.

We're all about using emerging marketing technologies to help our customers improve their bottom line by increasing sales and reducing expenses. We don't just print, we offer smarter printing with better results.



Lead Generation Programs: Reach More Prospects with Fewer Resources

It should come as no surprise that the old way of selling doesn't work. Radio, television, and mass mailings are proving increasingly ineffective, and cold calls and are becoming too costly.

The internet introduced new channels for marketing and created new customer interaction techniques that enable marketers to reach customers via print, web, and email. By tying them all together in an integrated campaign, marketers have the ability to:

- Collect more customer data for use in the next stage
- Track responses with personalized URLs
- Learn which media is most likely to get a response from each contact
- Monitor campaign progress in real time

Companies who embrace these new technologies have the potential to reach the same number of customers and prospects with fewer resources.

Combining the power of print with the economies of email and the internet, ImageSet Digital has helped numerous companies generate high-quality leads, even with restricted budgets.

REAL WORLD SOLUTIONS FROM IMAGESET DIGITAL:

- An integrated marketing campaign for a prominent Houston non-profit organization utilizing personalized URLs which resulted in a 10% response rate and a 66% conversion rate. The follow-up email campaign raised conversion from 66 to 81%.
- An integrated direct mail campaign for a Houston direct marketing company designed to drive customers to its booth at an industry trade show which resulted in a 23% response rate and generated 16 new leads.

Targeted Marketing Campaigns: Save on Postage and Printing

As postage rates continue to rise, targeted marketing programs can result in significant savings by allowing you to mail fewer pieces, with better results. By making your marketing piece relevant and custom-tailored to your customer, you'll have a much better chance of catching the recipient's attention.

Personalized variable data printing, also known as One-to-One Marketing, Database Marketing, and Loyalty Marketing, has been proven to:

- Improve response rates by up to 36%
- Improve average order by up to 24.5%
- Improve response time by up to 33.9%

ImageSet Digital can help you profile customers most likely to buy from you and then develop a campaign which addresses your customers' specific needs with personalized text, graphics, fonts, and even charts and tables.

Our variable data capabilities make it possible to cost-effectively test multiple offers, alternate graphics and copy, and different response mechanisms in order to maximize ROI with the highest possible return.

REAL WORLD SOLUTIONS FROM IMAGESET DIGITAL:

- A direct mail coupon for a major Houston retailer targeting new movers and utilizing state-of-the-art variable mapping technology which resulted in redemption rates as high as 42%.
- A personalized benefits statement for employees of a major energy producing company. Each recipient's statement contained charts and graphs detailing yearly base pay, incentive rewards, health benefit amounts and savings and retirement contributions.

Print-on-Demand Applications: Reduce Print Procurement Costs

For savings in print procurement costs, many marketers are turning to automated web-to-print applications. This technology allows the user to edit, proof and order online from a customized e-catalog of frequently ordered marketing materials.

In a recent industry survey conducted by InfoTrends, a market research and strategic consulting firm, the typical print buyer reported cost savings of 14.4% as a result of implementing a web-to-print program for collateral procurement. Print-on-demand programs have been proven to:

- Reduce order processing time
- Simplify ordering processes so that even non-graphics employees can order
- Provide consistency of product, quality and price
- Minimize the cost and waste of redo's

Further labor savings and efficiency result from the system's automated reporting capabilities, which give

management the ability to approve orders, allocate costs to the appropriate department, or even accept payment by credit card. ImageSet Digital offers the most powerful technology available in the market today for automating print procurement.

REAL WORLD SOLUTIONS FROM IMAGESET DIGITAL:

- A collateral-on-demand program for one of the country's largest mortgage companies, enabling sales executives throughout the country to order and customize sales literature. The program centralized marketing collateral, streamlined print ordering and reduced production costs.
- An online ordering program for a Texas grocery chain which allowed the store to cost-effectively order customized pricing signage in small quantities, and thus respond to price fluctuations on a moment's notice.

Digital Workflows: Improve Productivity and Decrease Waste

Marketers are often amazed at the waste attributed to collateral production. Industry estimates indicate that, for every dollar spent on printing, an incremental \$5-8 is spent on related activities, such as administrative costs, document preparation and review, internal and external creative costs, warehousing, archiving, fulfillment, and distribution.

A large part of the extra expense is in the high cost of obsolescence. Industry studies show an estimated 31% of printed material becomes outdated and ultimately gets thrown out.

By taking advantage of digital printing's short-run capabilities and simplified workflows, marketers can still maintain effective marketing communications programs, even on a tight budget. Digital print technology allows you to:

- Order only what you need, when you need it
- Reduce waste from material obsolescence

- Improve turnaround time
- Cost-effectively order small quantities

As Houston's largest provider of on-demand digital printing, our digital technology makes it possible for companies to procure premium-quality marketing pieces even with small quantities and tight budgets.

REAL WORLD SOLUTIONS FROM IMAGESET DIGITAL:

- A new workflow for the world's largest jeans manufacturer which saved over \$150,000 a year by converting their swatch catalogs to an all-digital process.
- A digital workflow for a major Houston non-profit greeting card company which improved order fulfillment time by 80%, decreased ordering errors by 75%, and brought waste due to obsolete products down to 0.

Marketing Technologies

- Customized collateral-on-demand solutions
- Integrated direct mail campaigns
- One-to-one targeted marketing
- Personalized URLs
- Variable mapping

Print Production Capabilities

- High-quality digital printing
- Printing on plastics and synthetics
- Posters, banners, and signage
- Trade show graphics
- Mail processing
- Perfect-bound photo books
- Color management services
- Contract color proofing

We're Naturally Green

The process of digital printing is naturally less stressful on our environment. Printing digitally means:

- **Less waste.** Our short-run capabilities mean you only print what you need, when you need it, thus avoiding waste due to material obsolescence.
- **Less volatile organic compounds emission.** Our imaging oils, unlike toxic oils used in offset printing, can be removed and recycled.
- **Less usage of natural resources.** Because most digital work is utilized in a targeted and focused manner, less printing is required to achieve communication goals. And less printing means decreased use of precious resources such as petroleum and trees.

Awards

- M. D. Anderson Cancer Center's Children's Art Project Hall of Fame Award, 2009
- *Digital Imaging Magazine's* Distinguished Service Award
- The Houston 100 list of fastest growing private companies
- Two-time award winner in *Instant and Small Commercial Printer* for creative self promotion marketing materials
- Over 50 print quality awards from The American Advertising Federation, Neenah Paper and the Printing Industries of the Gulf Coast
- 2006 and 2007 *Houston Business Journal* list of 50 Fastest Growing Women-Owned Businesses
- 2008 *Houston Business Journal* list of Top 25 Printers



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