

Case Study: Difference Between Direct Mail and Integrated Marketing

This case study focuses on a company that used an integrated marketing approach with eye-catching print techniques to generate and qualify prospects.

Business Challenge

A leading print communications provider wanted to generate additional value-added business by marketing their expertise in printing on non-porous substrates to customers and prospects. Grabbing the attention and mindshare of a print buyer or designer is difficult enough, but even with a large existing customer and prospect base, expecting any more than a handful of responses would be unrealistic.

Solution

The best way to promote this new, attention-grabbing medium was to use the medium itself. An 8" x 10" clear plastic postcard was developed that featured full-color printing. The postcard led the prospect to a custom microsite where they could register for a sales visit and a complimentary \$10 Starbucks card that would be delivered by the sales representative.

To further influence recipients to respond, the microsite offered tips on designing for non-porous substrates as well as case studies and a whitepaper which showed the effectiveness of marketing with non-traditional substrates.

An existing customer and prospect list culled from many on-going drip campaigns provided a mailing list of 3400 pre-qualified recipients.

Results

Of the 3400 pieces mailed, 350 (18% open rate) recipients visited the microsite and of those visitors, 260 (73% converted) requested an appointment with a sales representative. Most important is that 3 recipients called for estimates and the campaign generated 98 **new prospects** who had never placed an order with the printer before (3.2% new prospect response rate). These results were achieved over a 30 day period.

The Benefits

With typical b2b direct marketing achieving conversion rates of 2% or less, these numbers prove the real value of combining high-impact, high-value printing with a response mechanism that provides relevant offers and information a printed piece cannot deliver by itself.

- The use of a microsite provided recipients with a non-invasive, passive way to register for more information and show their interest.
- A strong call-to-interaction, featuring a complimentary, valued giveaway (\$10 Starbucks card) provided an incentive for prospects to visit the microsite in order to get something that's relevant to them (white paper and design tips).
- Additional resources provided on the microsite both dispelled concerns about difficulty in designing for non-porous materials and used studies to show the

effectiveness of these materials – further helping to convert interested prospects who had yet to register for an appointment.

Takeaway

- Prospects do not always respond immediately or while at their office. Providing the microsite allowed them to respond at their convenience.
- Without the microsite responses, this campaign would have only generated 3 estimates on its own. Any further measurable results would have required the sales force to call all 3400 prospects. In this campaign 97 prospects raised their hand for more information now. This resulted in a pipeline based on interest that allowed the sales force to prioritize and maximize their time.
- In today's marketplace, there is nothing more important than getting qualified leads into the hands of sales people and lowering your cost per lead.

By combining a list of truly qualified leads with an eye-catching piece *and* a microsite that offers additional information, interested visitors were sold on the marketing value of printing on non-traditional materials. That led to a conversion rate that is difficult to achieve with direct mail alone.

About Us

Marketing Mentors advises companies large and small in their quest to differentiate themselves from their competitors, improve lead generation and teach the sales skills needed to effectively sell higher value products and services. Technology has changed the playing field and the value of the printed page has been reduced to a commodity product. At the same time, technology now provides for the ability to offer complementary products and services, from data management and the internet to fulfillment. The current generation of successful salespersons often lack the skills needed to identify, sell and manage this process.

Marketing Mentors helps companies create the marketing strategies that track success by using smart cross-marketing tactics, lead scoring and data tracking. We can act as your in-house marketing department in providing a variety of services that you may have wanted to pursue but lacked the expertise in areas such as corporate branding, collateral creation, and logo design. Additionally, we act as your back office to provide these same services to your customers.

Contact Information

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