

GMC Software Builds Multichannel Campaign to Launch New Color Web Digital Printing Business in Under Sixty Days



Nothing inspires confidence quite like success. For Color Web Printers, launching a new digital printing business meant making a strong, positive impression that would get attention. With the help of a multi-partner consulting and implementation team led by Gimbel & Associates, and a high-end, high-impact communications campaign created with GMC Software, Color Web made a first impression that paid off big time.

A Bold Move into Digital Printing

Color Web is no stranger to printing. Their respected newspaper printing division serves award-winning customers, and as part of Source Media, a larger enterprise with publishing and television divisions, the company was no stranger to communications either. They had solid experience in offset and wide format printing, but outsourced digital printing.

10% and 41% Response Rates Drive New Customer Engagements

A presentation by Gimbel & Associates at a Xerox Real Business Live event set wheels in motion about the potential of digital printing. After the session, Color Web approached Gimbel to develop a plan to break into the digital printing market. It was a fortuitous connection. Gimbel & Associates specialize in helping clients develop just this kind of strategy, from analysis to planning to infrastructure to sales training to promotion to success.

In the fall of 2010, as part of a consulting team, Gimbel & Associates did a comprehensive Color Web analysis, followed by a business plan that included marketing and financials. On behalf of the Color Web Printer division, Gimbel presented the strategy and recommendations to Source Media executive management. In December, the Board of Directors gave approval to the full proposal of GMC document and campaign software, Xerox printing equipment, and Gimbel business development services and training.

Multichannel Campaign Hits All Touch Points

For the next step, Color Web Printers again sought the help of Gimbel & Associates to deliver sales training on the new Xerox iGen equipment. Gimbel would also work with GMC Software to build and execute Color Web's first digital campaign, possibly the most important one the fledgling business would ever deliver. >>>

>>> To drive business to the new division, qualified prospects needed to spend time at the Color Web facility and learn firsthand about all the ways the company could help them. Gimbel proposed a high-end campaign that used the best of what today's digital market has to offer -- the same tools and practices that Color Web would in turn provide its customers. GMC Software and assistance from GMC's professional services team were lynchpins of this rapid business development, enabling the integrated creation of multiple components of the multichannel strategy.

"GMC software is a great enabler, not only for huge runs, but also for smaller, highly focused multichannel campaigns like this," said Roger P. Gimbel, EDP.

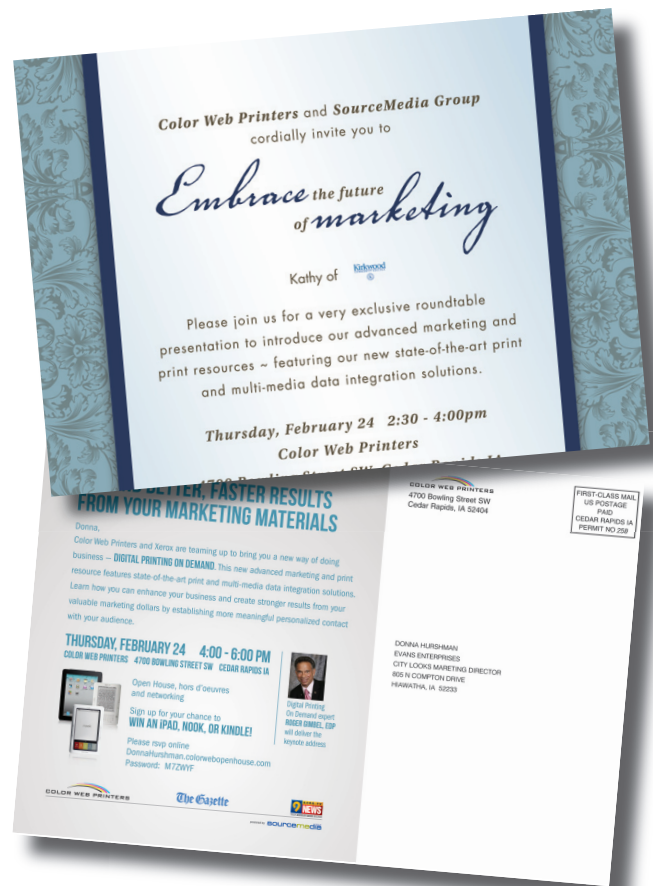
The campaign involved a sequence of touch points and media. Color Web created a suite of integrated branded and personalized components in high quality color using GMC software and the Xerox iGen color system. "GMC software is a great enabler, not only for huge runs, but also for smaller, highly focused multichannel campaigns like this," said Roger P. Gimbel, EDP.

Customer Communications Management

The Color Web campaign demonstrates Customer Communications Management (CCM), the comprehensive engagement model taking hold in the marketplace. CCM goes beyond personal messaging and multichannel delivery to embrace the full cycle of creation, management, delivery and analysis of both inbound and outbound communications.

CCM campaigns have four main ingredients: customer insight, customer communications, multi-channel engagement and response management. The Color Web project included these components, and positioned Color Web as marketers who could "walk the talk."

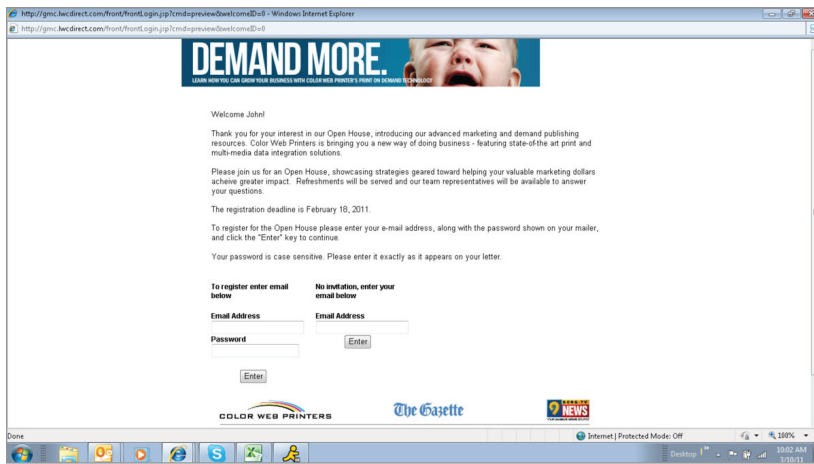
GMC Software has taken the lead as the standard for customer communications management, with a suite of tools that enable companies like Color Web to build richly textured, measurable communications. "If you do a good analysis for customers on what they need to do, and implement the solution in a professional way based on the analysis, it can be very effective," said Gimbel.



Getting Face-to-Face with Customers

Color Web planned two events to get prospects involved and on site for one-on-one conversation: A private executive roundtable and an open house would launch the new digital print division.

Two different invitations were sent. The "Demand More" theme promoted the Color Web open house. An "Embrace" theme invited a select group of prospects to the executive roundtable presentation. Both mailers were flat 6"x9" two-sided full color cards. >



A personalized URL sent the reader to a personalized landing page.

>>> Demonstrating convergence of print and multi-channel communications, each mailer went out with a personalized URL, which sent the reader to a personalized landing page. After an online survey identified their interests, a confirmation email went out using the appropriate theme. Mindfire software was used to

GMC software ensured the components were integrated and consistent.

create personalized URLs for the landing pages and a campaign dashboard to track results. A reminder email went out a few weeks later, followed by another two weeks before the event. GMC software ensured the components were integrated and consistent with the overall themes. Telemarketing kicked in as they came down to the wire.



Personalized Color Everywhere

Onsite, a clever "docucard" was printed for each attendee. Xerox designed these unique folders, which packaged a personalized agenda and a pullout name card complete with each company's logo. GMC-built personalized posters and calendars were also printed onsite in vivid iGen color as gifts and to showcase Color Web's new capabilities. Three guests also went home extra happy as raffle winners of iPad, Kindle and Nook readers.

Two photobooks of the event-one for each theme-were sent to attendees later as mementoes and as an opportunity for another personalized reminder about Color Web capabilities. The photobooks were produced with DigiLabs software.

TEAM OF TOOLS AND TALENTS

The campaign involved eye-catching graphics, attention-grabbing copy, IT know how, high quality digital color, and printing expertise. Talent, tools and equipment used to create the multichannel elements included:

Gimbel & Associates for business development training and strategy

GMC Software suite for personalized multichannel campaigns

Xerox iGen 4 color printer with 26" capacity

Mindfire software for response URLs and landing pages

DigiLabs for custom photobooks



Full Blown Campaign in Less than Sixty Days

The roundtable and open house were home runs for Color Web's new business. What's not to like about great business ideas, inspiring networking, interesting tours and a talented partner to build awesomely effective marketing campaigns?

Expanding into new markets is about finding the right partners from business development to innovation.



"The most exciting thing about this is that in under 60 days, Color Web went from being a company that wasn't even in the business, to becoming a marketing services provider capable of extremely sophisticated campaigns. Everything came together: the right tools, equipment and training to get Color Web up to speed. It was quite a phenomenon," said GMC's Scott Baker, Vice President, Worldwide Channels.

Real Metrics, Real Results

Thanks to the Mindfire campaign dashboard, Color Web could accurately measure results. The "Embrace" themed roundtable invitation went to 56 VIPs, while 380 business people were invited to the open house.

Of the roundtable invitees, 23 attended for an amazing 41 percent response rate. The open house had 38 guests, an impressive 10 percent response rate.

The Mindfire dashboard also captured ROI metrics from click throughs and site visits to landing pages. Of 380 open house invitations, 18 percent went to the site, and of these, 10 percent came to the event. "All these metrics are important because they are real," said Gimbel. "They show the campaign was a phenomenal success."

On Customers' Radar for Multichannel Campaigns

"The event was a success because of the team that put in the hard work to make it happen. So many people chipped in and helped," said Buzzy Castonguay, Color Web Business Development Manager. "Customers left very excited about the new technology and how it can help their businesses."

"Expanding into new markets takes more than having a great idea. It's about finding the right partners from business development to innovation. Whether you have a sophisticated CRM or a simple web-to-print solution, the integration becomes a key differentiator. Putting these together is testament to Color Web's success in driving new opportunities," said Xerox's Gavin Jordan-Smith, Vice President, Production Workflow and Solutions Line of Business.

And when Color Web customers and prospects are ready, they'll know where to go for personalization, multichannel communications, digital color and campaign experience.



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