

CASE STUDY: Manufacturing

Variable Print-On-Demand

Personalized marketing program driven by customized online marketing portals streamlines communication efforts

Challenge:

Develop a flexible, personalized marketing collateral program that maintains corporate brand standards while providing custom marketing portals for constituents to order 1:1 branded materials online.

Solution:

OneTouchPoint developed custom marketing portals to drive the customer's variable print-on-demand and literature program and streamline communication to all constituents.

Results:

Increased ROI through:

- Targeted Communication
- Streamlined workflow across the organization
- Reduced lead times by over 90%

Challenge

A durable goods manufacturer wanted an effective way to personalize marketing collateral based on sales channel, event type, and delivery method, all while keeping track of marketing budget allocations. A primary goal was finding a better way to communicate new product launches, unique product usage, and training. The client has company owned stores, big box distribution, and boutique retail outlets who all had unique requirements and different marketing literature allocations. Allowing personalization while maintaining the company's stringent brand standards for marketing communication provided a unique challenge, since the customer wanted to offer flexibility to the various distribution channels while making sure their strong brand was not compromised in any way. If a particular distributor/retailer exceeded their allocation of company supplied literature, the business partner had to provide a method for credit card payment.

In addition, the marketing portal for distributors/retailers had to work in conjunction with the company's B-to-C literature request site, not in competition with the direct-to-consumer literature fulfillment program. The company wanted an easy to access site for potential consumers to request electronic or printed information, and a secure, password protected, tiered access site for distributors and/or retailers to access static and personalized literature.

Additionally, the literature related sites had to integrate into several existing customer systems including their CRM system, Enterprise Management system, and corporate website and intranet. The customer also required call center support via toll-free telephone number, and complete, accurate, timely reporting on the status and effectiveness of the program on an ongoing basis.

Finally, the customer was looking for a single contact point, the ability to free staff to focus on core competencies, and reduction in overall costs.

Solution

OneTouchPoint successfully manages a variable print-on-demand and literature fulfillment program that exceeded all of the customer's requirements. OneTouchPoint worked with the client to develop marketing portals that integrate with the client's systems to deliver:

- Variable, personalized print on demand marketing collateral for distributors and retail outlets
- Personalization within the parameters of strict brand standards
- Fast, accurate delivery and mailing



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- Marketing allocation budget tracking and payment options once literature allocations are exceeded
- Ability for distributors/retailers to have literature shipped to their location or mailed on their behalf
- Ability for prospective customers to request electronic or printed literature via customer website
- Data capture and integration into client's CRM system to facilitate lead generation
- Personalized HTML and PURL capabilities to support all printed collateral and mailings
- Integrated, cross media communication strategy that allows multiple touches to prospective customers of the client
- Real-time budget management and reporting capabilities to document program performance
- Call center customer support

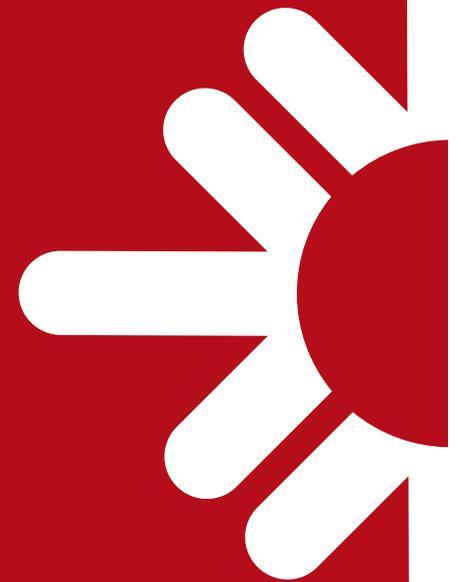
Because the solution OneTouchPoint implemented is flexible and dynamic, we have become a consultative resource that is an integral part of the client's overall marketing strategy and tactical execution. We work collaboratively with the client to determine how the program can continue to deliver value and drive results.

Results

Since 2009, our client has relied on OneTouchPoint to provide additional solutions resulting in improved results, increased efficiencies, and increased marketing budget ROI. Our seamless integration into client systems streamlines the communication process while effectively managing the clients marketing expense.

Performance Counts! We provide:

- Reduced lead times from 6 to 8 weeks for the previous postcard/invitation program to 3 days
- Streamlined workflow via corporate-approved templates for personalized literature
- Ability for the Marketing and Communications department to focus on core activities by minimizing their time spent with customized literature requests from the field



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