

THE STANDARD GROUP

PROMOTING BY EXAMPLE

TRANSFORMING BRAND MANAGEMENT

The economic downturn of the past few years has clearly had an impact on printers. To survive, many have been acquired or have merged with other print service providers.

The Standard Group is an example of the type of dynamic organization that can emerge from these acquisitions. The Standard Group was formed by combining five previously-independent companies into one organization. The result is an organization that is a full-service communications provider, serving a diverse base of clients from small non-profit organizations to large Fortune 500 companies.

Because of their history, The Standard Group's customer base was not fully informed on all of the capabilities the company offered. To educate these customers — and to generate new leads for their sales team — The Standard Group created a self-promotion campaign that utilized all the skills and technology the company had to offer, including cross media, customization, and online ordering.

HANDS-ON EXPERIENCE

The Standard Group created a self-promotion campaign designed to be a fun way for prospects and customers to gain firsthand experience of their capabilities. The target audience for the campaign included organizations who had a need for marketing management portals or integrated direct mail. The list included marketing directors and managers, as well as advertising agency professionals.

OBJECTIVES

- Educate a diverse customer base on the company's range of capabilities
- Help customers understand the benefits of personalization
- Demonstrate the marketing portal capabilities
- Generate leads for the sales team

RESULTS

- Campaign generated a 37% response rate
- Sales received six immediate leads and 23 "hot" leads
- Customers experienced personalization and the way marketing portals work
- Sales gained a new understanding of the value of the company's offerings printer to marketing service provider

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The Standard Group used Pageflex Campaign Manager to create the direct mail campaign and personalized URLs (pURLs). The direct mail campaign then directed users to the Standard Group's marketing portal which was developed with Pageflex Storefront. At the portal, prospects could create and place an order for a free personalized wall calendar.

In addition, the promotional materials included practically no personalization, which meant a limited set of offerings available to the pubs, more design expenses for Diageo when personalization was introduced and longer time for delivery to the pubs.

The project was done in two phases. In phase one, a direct mail postcard followed by an email reminder was sent to the list. Two weeks later, in phase two, a second direct mail postcard followed by a personalized email reminder was sent to those who had not responded to the first mailing.

Each of the postcards were personalized with the recipient's name, the name of their Standard Groupsales person and the sales person's phone number, a pURL, and a personalized QR Code.

The campaign used three calls to action: call the sales person's phone number, follow a link to a pURL, or scan the personalized QR Code. With both the pURL and the personalized QR Code, tracking and notifications were set up so that when a prospect visited the pURL or personalized QR Code, a detailed notification was sent to the corresponding sales person and the VP of Sales.

The pURL and the QR Code directed the recipient to their personalized microsite. From there, they could visit the Calendar Promotional Storefront. At the site, the prospect had an opportunity to view various case studies on the creation of marketing portals and storefronts, and could create their own personal photo calendar for free.

To create the calendar, the user was able to take advantage of all of the capabilities that The Standard Group offers. The user had the option of selecting the photo layouts, background, and various hi-res photos. They also could upload their own photos. Once the calendar was created, they viewed a PDF, then proceeded to checkout.

When a calendar order was placed, the sales person was again notified for follow up. The calendar was either hand delivered by the sales team or shipped to the prospect.

FASTER & MORE EFFICIENT

The campaign was sent to a total of 922 customers and prospects and 37% responded by accessing the calendar website via the pURL or QR Code. Of those who visited the site, 26% ordered a calendar. In total, the campaign generated 23 "hot" leads and 6 immediate leads.

In addition to the high response rate, the campaign also proved to be a vital education tool. First, prospects experienced the impact of personalized communications in their direct mail piece. In addition, they had the chance to see how easy and powerful it is to customize and produce their own documents. Finally, the project proved to be a great way to educate The Standard Group's sales team on what the impact of these forms of communications can mean for an organization and their sales efforts.

"We were able to utilize all of the Pageflex technology and core competencies within our company to execute the campaign. It was a team effort that served to highlight our Pageflex capabilities and expertise within one project."

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