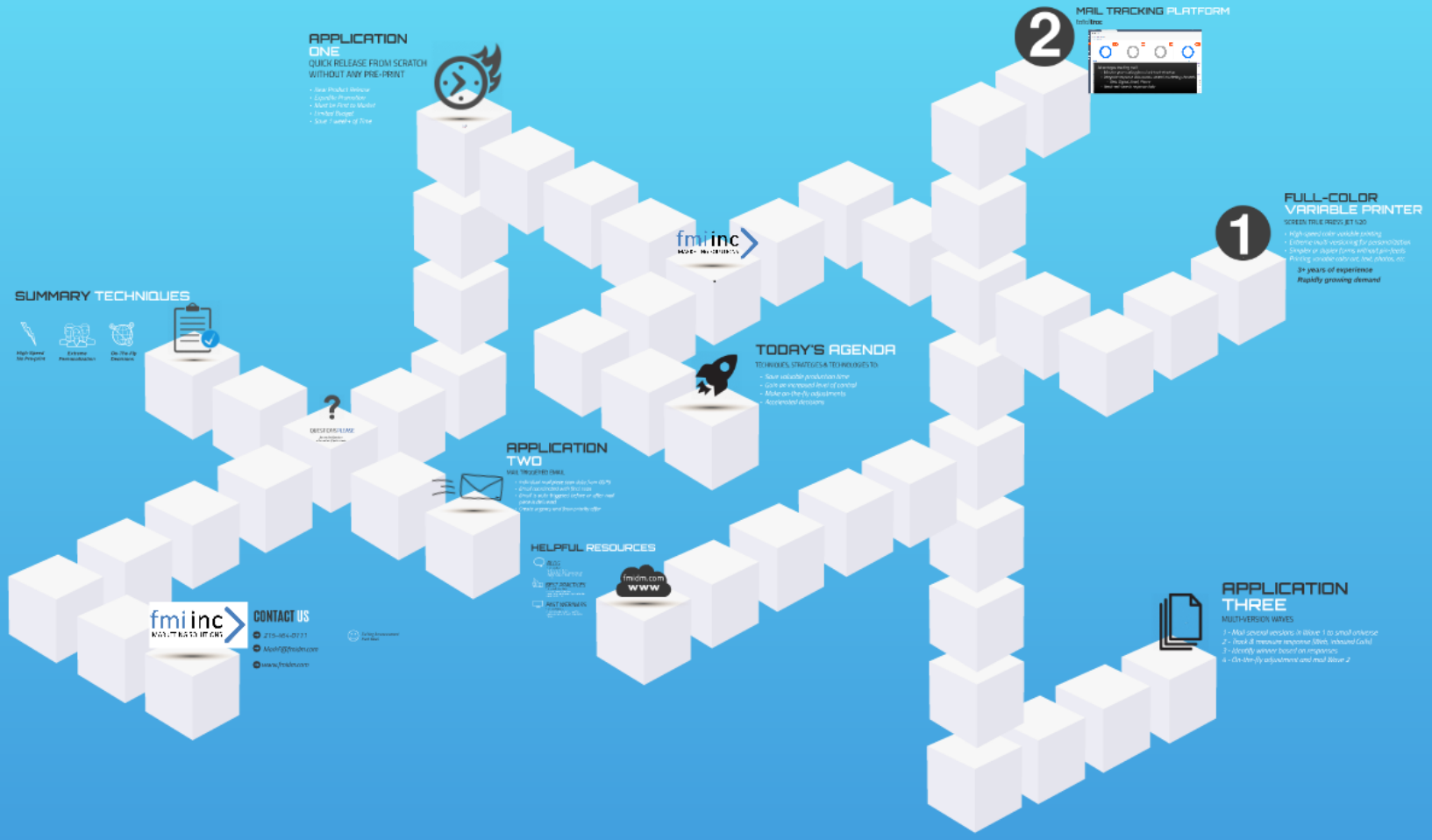
APPLICATION ONE
QUICK RELEASE FROM SCRATCH WITHOUT ANY PRE-PRINT
MAIL TRACKING PLATFORM
FULL-COLOR VARIABLE PRINTER
SCREEN TRUE PRESS JET 520
3+ years of experience
Rapidly growing demand
SUMMARY TECHNIQUES
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APPLICATION TWO
HELPFUL RESOURCES
fmidm.com
www
APPLICATION THREE
MULTI-VERSION WAVES
CONTACT US

fmi inc
MARKETING SOLUTIONS

## MARK FORMICA
## PARTNER

## EILEEN SWEENEY
## MARKETING DIRECTOR

# EXTREME ON-THE-FLY MARKETING

MARK FORMICA
PARTNER

EILEEN SWEENEY
MARKETING DIRECTOR

# TODAY'S AGENDA

TECHNIQUES, STRATEGIES & TECHNOLOGIES TO:

- *Save valuable production time*
- *Gain an increased level of control*
- *Make on-the-fly adjustments*
- *Accelerated decisions*

# TAILOR MESSAGES ON-THE-FLY

- SIGNIFICANT WORLD EVENT
- COMPETITOR MISTAKE
- SOCIAL MEDIA BUZZ
- NEW PRODUCT RELEASE

Initial Offers

Social Media

Adjusted Offer

# FULL-COLOR VARIABLE PRINTER

## SCREEN TRUE PRESS JET 520

- *High-speed color variable printing*
- *Extreme multi-versioning for personalization*
- *Simplex or duplex forms without pin-feeds*
- *Printing variable color art, text, photos, etc.*

> ***3+ years of experience***

> ***Rapidly growing demand***

SCREEN
Technical Support
1-800-372-7737
Ext. 2265
PRINTER
SCREEN
TruepressJet

PRINTER 2
SCREEN
TruepressJet
SCREEN
TruepressJet

# EXTREME PERSONALIZATION

## *DYNAMIC DATA-DRIVEN FILTERS*

**Maps**
Personalized Directions to a physical location

**Images / Colors**
Tailored to gender, age, income, demographic

**Localize Messages**
Tailored to the local community. Ex "Philly's favorite charity"

**Multiple Logos**
Personalize the offer or message with unique company logo

# ADVANTAGES

**Time Saver**
No wait time for pre-printed forms

**Speed**
High speed, high volume production

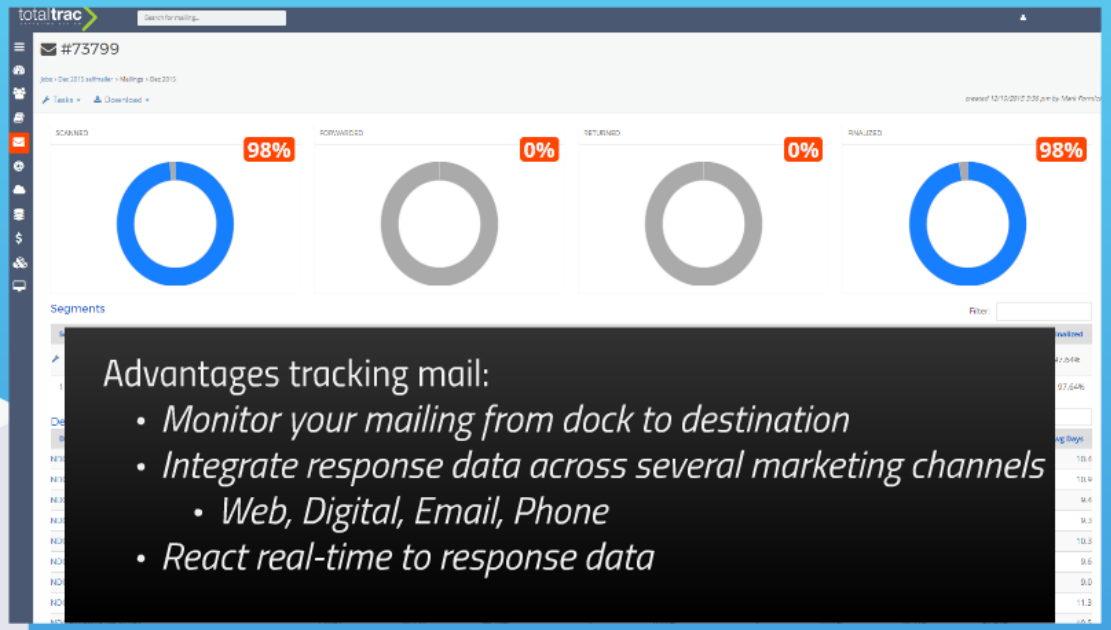
**Adaptable**
Change color offers or creative on-the-fly

**Cost Optimized**
Increase targeting without data programming, version changes or plate changes

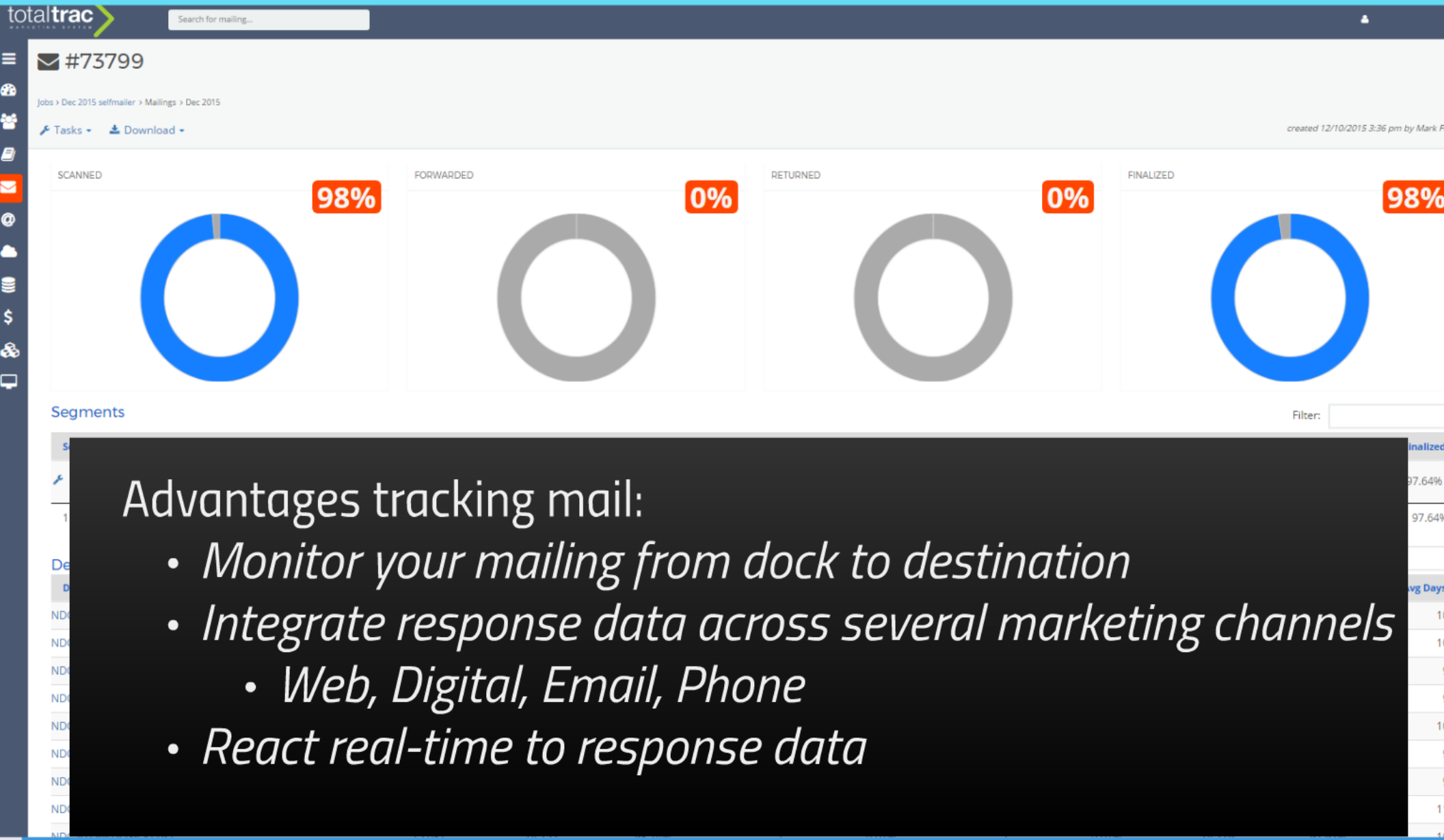
**Flexibility**
No tying-up budgets on pre-print materials

# 2 MAIL TRACKING PLATFORM

totaltrac



# ltrac




Advantages tracking mail:

- *Monitor your mailing from dock to destination*
- *Integrate response data across several marketing channels*
  - *Web, Digital, Email, Phone*
- *React real-time to response data*

# APPLICATION ONE

## QUICK RELEASE FROM SCRATCH WITHOUT ANY PRE-PRINT

- *New Product Release*
- *Expedite Promotion*
- *Must be First to Market*
- *Limited Budget*
- *Save 1 week+ of Time*

## PROBLEM

- Extremely competitive product
- No exclusivity
- Must be first to send an offer

## SOLUTION

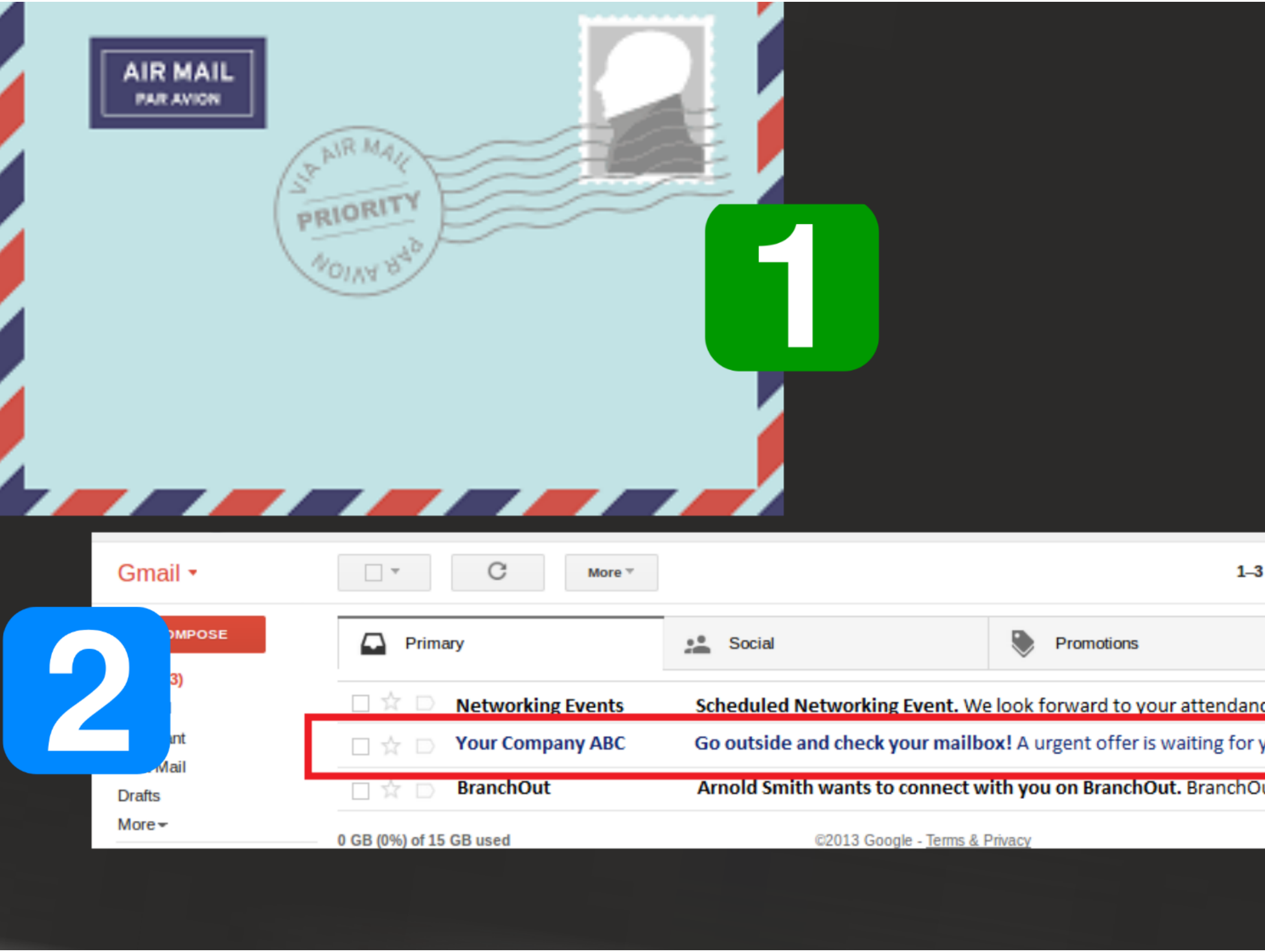
- Minor edits to existing mail piece
- Full color promotion
- Saved 1 week+ of production time
- Beat competition to market
- Won the business

# APPLICATION TWO

## MAIL TRIGGERED EMAIL

- *Individual mail piece scan data from USPS*
- *Email coordinated with final scan*
- *Email is auto-triggered before or after mai piece is delivered*
- *Create urgency and faux-priority offer*

JOHN SMITH
249 AMBERVIEW LN
MEMPHIS TN 38141-8346


AIR MAIL
PAR AVION
VIA AIR MAIL
PRIORITY
PAR AVION
1
2
Gmail
More
1–3
Primary
Social
Promotions
Networking Events
Scheduled Networking Event. We look forward to your attendanc
Your Company ABC
Go outside and check your mailbox! A urgent offer is waiting for y
BranchOut
Arnold Smith wants to connect with you on BranchOut. BranchOu
Drafts
More
0 GB (0%) of 15 GB used
©2013 Google - Terms & Privacy

# APPLICATION THREE

## MULTI-VERSION WAVES

*1 - Mail several versions in Wave 1 to small univers*
*2 - Track & measure response (Web, Inbound Calls)*
*3 - Identify winner based on responses*
*4 - On-the-fly adjustment and mail Wave 2*

WAVE 1

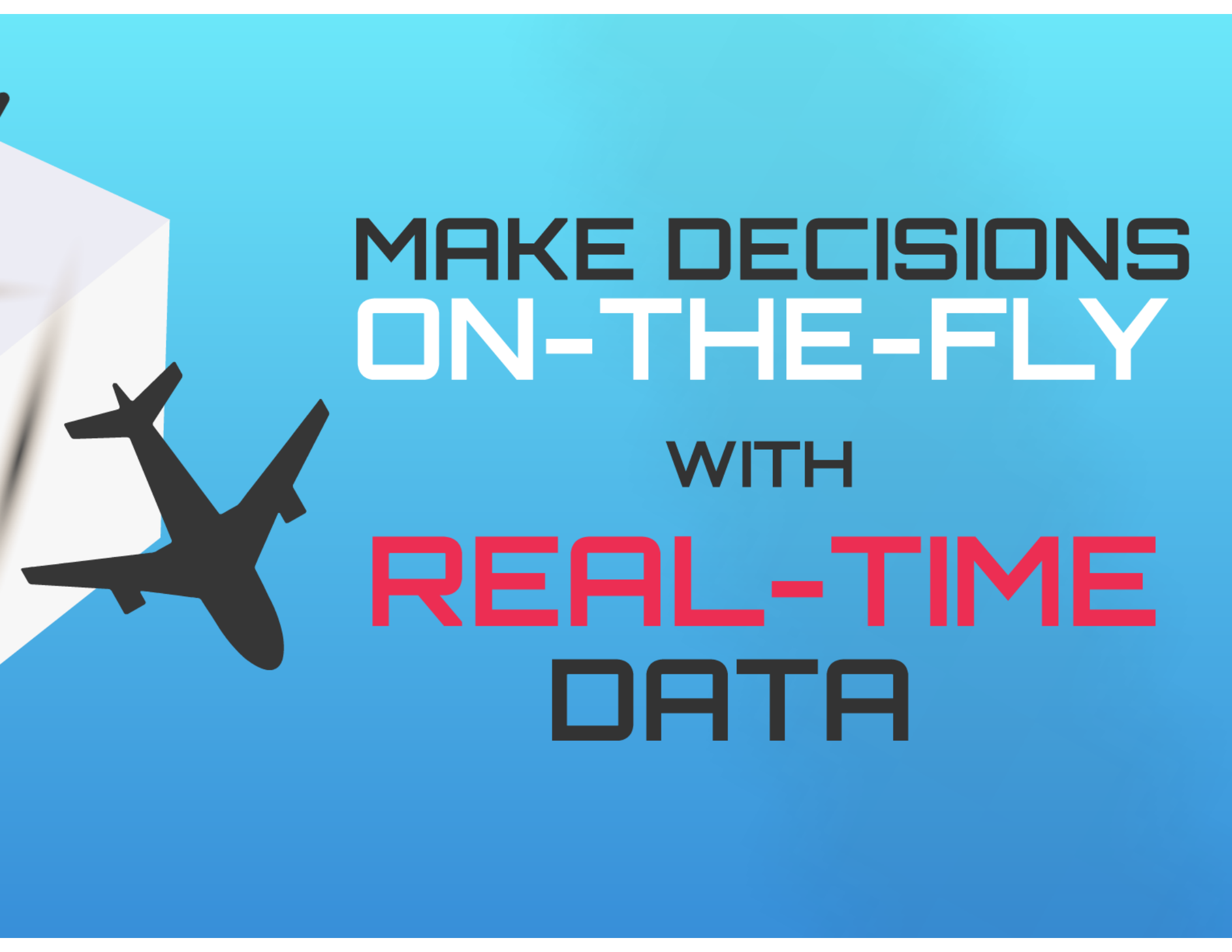
Landing Page
or Unique Phone #

WAVE 2

# APPLICATION FOUR

## REPLY MAIL with TRACKING

# QUICKLY IDENTIFY CAMPAIGN EFFECTIVENESS


MAKE DECISIONS
ON-THE-FLY
WITH
REAL-TIME
DATA

# SUMMARY TECHNIQUES

***High-Speed***
***No Pre-print***

***Extreme***
***Personalization***

***On-The-Fly***
***Decisions***

# QUESTIONSPLEASE

*Use the chat function*
*in the center of your screen*

# HELPFUL RESOURCES

## BLOG

fmidm.com/blog

- Guide to Being Authentic
- Questions to Ask Before Any Logo Redesign
- Effective Communication Breeds Customer Loyalty

## BEST PRACTICES

fmidm.com/best-practices

- 5 Tips for Powerful Headlines
- Direct Mail & Social Media Pair for Profitability
- Direct Mail Checklist

## PAST WEBINARS

fmidm.com/webinars

- Managing Postage Costs for Direct Mail
- How to Integrate Digital & Direct Marketing Channels

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fmi inc
MARKETING SOLUTIONS

# CONTACT US


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- MarkF@fmidm.com
- www.fmidm.com

*Exciting Announcement Next Week*