

[www.podi.org](http://www.podi.org)

2011

# PODi Digital Print Case Studies

Find over 450 other case studies on digital print applications at [www.podi.org/casestudy](http://www.podi.org/casestudy).

© 2011, Caslon, a PODi Affiliate. Terms of Use: PODi members can distribute the case study in hard copy form or may post up to two case studies on their Web site as long as PODi is attributed as the source and a link to [www.podi.org/casestudy](http://www.podi.org/casestudy) is provided. Mass distribution or other usage is restricted as defined in the Terms of Use on [www.podi.org](http://www.podi.org).



<b>Project:</b>	<b>Allegra Network Demonstrates Their Marketing Genius</b>
<b>Vertical Market:</b>	Printing and Marketing Services
<b>Business Application:</b>	Direct Marketing/Lead Generation

### Business Objectives

Allegra Network, LLC is a network of value-added graphic communications providers with a primary focus on providing services for small to medium-sized businesses. With over 300 locations Allegra wanted to provide a self-promotion campaign for its franchisees that would:

- Illustrate the benefits of integrated cross-media campaigns
- Increase awareness of the franchisee's marketing capabilities
- Generate qualified leads
- Drive sales

### Results

To date over 20 franchises have deployed the marketing campaign. Response rates varied depending on existing brand awareness in particular markets and the sales process used by each franchisee.

- Average response rate of 5.8% – recipients who visited their Personalized URL
  - Highest response rate was 15.4%
- Average conversion rate of 64% – Personalized URL visitors who completed the online survey
  - Highest conversion rate was 100%
- 117 follow-up sales appointments scheduled
- More than \$75,000 in new sales directly linked to the campaign

### Campaign Architecture

A cross-media marketing campaign incorporating email, print and Personalized URLs was developed by marketing service provider Digital Innovations Group and made available to Allegra Network franchises through their internal marketing department.



Participating franchises sent a personalized postcard to their customers and prospects. The postcard encouraged recipients to visit a Personalized URL for more information on how Allegra can support them.

**Jeff, receive a FREE Company Genius mug,**  
when you visit [JHennessy.MakeMeAGenius.com](http://JHennessy.MakeMeAGenius.com) by date.

Allegra Print & Imaging  
4615 West Broad Street  
Richmond, VA 23230  
www.allegra.com

POSTAGE  
INFO  
HERE

Is Digital Innovations Group happy with its marketing response rates? If not, you can perk them up with **Relevant Marketing**.

- **It's efficient!** Integrate print, email and the Web to target small groups with personalized content.
- **It's effective!** Studies show sales increases of 25% or more.
- **It's trackable!** See responses as they come in, analyze your results, integrate what you've learned and see improvement with each campaign.
- **It's here!** At Allegra Print & Imaging, we have your Relevant Marketing experts.

See Relevant Marketing for yourself and receive your **FREE** Company Genius mug!  
Visit: [JHennessy.MakeMeAGenius.com](http://JHennessy.MakeMeAGenius.com)

Kate Dunn  
804-577-6070  
kate.dunn@allegra.com  
www.allegra.com

ALLEGRA  
MARKETING • PRINT • MAIL

**Perk Up Your Marketing Response Rates...And Earn A New Title.**

Jeff Hennessy  
Company Genius

Visit: [JHennessy.MakeMeAGenius.com](http://JHennessy.MakeMeAGenius.com) to see how Relevant Marketing works and receive a **FREE** Company Genius mug.

Once at their personalized landing page, respondents were asked to complete a short online survey about their marketing needs and responsibilities.

Follow-up emails were sent to non-responders referencing the direct mail piece and encouraging the recipient to visit their Personalized URL.

### Target Audience and Messaging

The target audience for this campaign was small to medium sized businesses located in the geographic region of Allegra Network franchises. The main message throughout all the touch-points was that Allegra could help the recipient be a “Company Genius” by improving their marketing response rates.

### Offer

A free “Company Genius” coffee mug was offered to entice recipients to visit their Personalized URL and complete the online survey.

### List

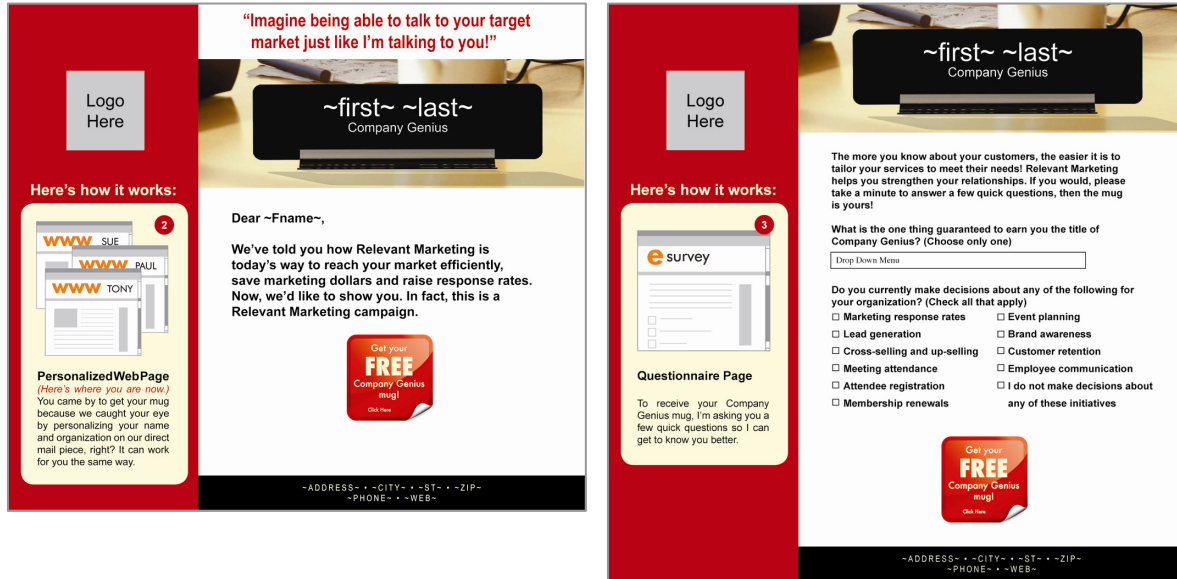
Each franchise used its own list for the mailing.

### Creative and Outbound Piece

The creative for the campaign worked with the message theme by highlighting a desk name plate featuring the recipient’s name with the “Company Genius” title.



One of the challenges in designing this campaign is that the message and creative had to work for franchises all across the country that would be targeting companies in a wide range of vertical markets. The message and imagery had to be relevant for all.



Landing page and survey page templates

### Reasons for Success

This campaign has helped many Allegra Network franchises position themselves as marketing services providers who can help solve their client's marketing challenges.

Best practices learned from this campaign are:

- **Get your whole team on board.** To make sure franchise owners were aware of the new self-promotion program and how to use it, a free Webinar was offered. The program was also promoted at an Allegra Network conference and through multiple communications channels. Additional materials including a brochure, flyer and presentation were also created and provided to the franchises to assist them in the selling process.
- **Track results.** One of the key benefits of using a Personalized URL as a response mechanism is that it allows you to immediately see the results of a campaign. By including a survey mechanism you can also gather further information about your prospects which can be used in follow-up communications and sales calls.

<b>Client</b>	Self-promotion
<b>Print Service Provider</b>	<p>Allegra Network LLC  <a href="http://www.allegranetwork.com">www.allegranetwork.com</a></p> <p>A network of value-added graphic communications and marketing services providers with a primary focus on providing services for small to medium-sized businesses.</p>
<b>Marketing Partner</b>	<p>Digital Innovations Group (DIG)  <a href="http://www.digcreative.com">www.digcreative.com</a></p> <p>DIG specializes in developing and executing individually relevant marketing and sales communication strategies. Trackable results, interactive communication and integration with the sales process are key components of all DIG solutions. DIG works to solve its clients' business challenges with innovative strategy, inspired and resourceful execution and purposeful creativity.</p>
<b>Hardware</b>	Various digital engines were used by the franchises
<b>Software</b>	Personalized URLs are generated by individual franchises using their own software or by Allegra Network corporate using EasyPurl
<b>Target Audience</b>	Small to medium-sized businesses in the areas around Allegra franchises
<b>Distribution</b>	The total number of postcards sent to date is 11,170. The volume per participating franchise has ranged from 97 to 3,272 postcards
<b>Date</b>	Initially launched August 2008. Still being offered