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# PODi Digital Print Case Studies

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<b>Project:</b>	<b>Lead Generation Campaign Helps DIG's Business Bloom</b>
<b>Vertical Market:</b>	Business Services
<b>Business Application:</b>	Direct Marketing/Lead Generation

### Business Objectives

Digital Innovations Group (DIG) specializes in developing and executing individually relevant marketing and sales communication strategies. To grow their business they developed a campaign that would:

- Create awareness of their company's capabilities
- Illustrate the power of cross-media marketing
- Generate sales leads

### Results

- Personalized URL visit rates:
  - 11.9% of decision makers
  - 10.4% of decision influencers
- Conversion rates (completed online survey):
  - 52.7% of decision makers
  - 31.8% of decision influencers
- \$28,400 closed within the first 60 days
- \$23,500 additional pipeline activity closed
- ROI 2,266%

### Campaign Architecture

DIG created a multi-channel lead generation campaign. An email was sent first encouraging recipients to visit a Personalized URL where they could claim a free gift. A follow-up personalized postcard was sent to non-responders also encouraging recipients to visit the Personalized URL.

At their personalized landing page responders were asked to provide information on their biggest business challenge and to supply or validate their email address. With the Personalized URL DIG was able to immediately track results and prioritize contacts for sales follow-up.





An integrated sales follow-up process was integral to the success of this campaign. An automated “thank you” email was sent to individuals who completed the online survey. DIG sales personnel also called respondents within 5 - 10 minutes of landing page conversion where possible. This initial call focused on validating the strategic business challenge reported in the online survey and prequalifying the contact for an initial sales call. The sales call focused on the specific business issue for an easy transition to needs analysis.

### Target Audience and Messaging

The target audience for this campaign was marketing decision makers and influencers in a number of vertical markets including graphic arts, higher education, retail and banking.

The campaign theme was “Bloom with DIG” and focused on words associated with the season of spring like ‘grow’, ‘buzz’, ‘hatch,’ and ‘fresh.’ The message was that DIG could help their business grow during the upcoming spring and summer months.



## Offer

To encourage recipients to visit their Personalized URL two offers were made. Decision makers were given a choice of creative T-shirt designs highlighting the same spring themed words that were used in the campaign. The T-shirt colors offered varied by gender.

Decision influencers were offered a white paper that used a gardening theme with tips on growing business during spring and summer months.



## List

The list for this campaign consisted of clients and prospects in DIG's database. Approximately 60% of the list was marketing decision makers and 40% decision influencers. The list had just over 770 contacts and 130 of these received the reminder postcards.

## Creative and Outbound Piece

The creative for the campaign was developed by DIG and continued the "Bloom with DIG" theme with spring imagery including flowers, grass and bright colors. The color palette of the T-shirts shown on the postcard varied based on the gender of the recipient.

### Reasons for Success

DIG was very happy with the results of this campaign and even had several clients ask if they could use the same campaign theme and creative to target their own customers.

Best practices learned from this campaign are:

- **Lead by example.** One of the best ways to teach customers about the possibilities of cross-media marketing is to give them a chance to experience it for themselves. This campaign successfully incorporated email, direct mail, and Personalized URLs.
- **Use Personalized URLs for easy and immediate tracking of results.** One of the key benefits of Personalized URLs is that they allow you to track results and segment your audience based on their actions. DIG prioritized their sales follow-up based on the following response categories:
  - Respondents who converted from the landing page
  - Respondents who visited the landing page but did not convert
  - Non-respondents
- **Make a compelling offer.** The creative T-shirt offer was appealing and tied in well with the theme of the campaign.

<b>Client</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>Print Service Provider</b>	<p>DIJI  <a href="http://www.dijipress.com">www.dijipress.com</a></p> <p>diji integrated press continues to honor its long history of superior service and quality products with expanded web and personalized printing solutions. Their top priority remains the same: they're committed to helping clients get results!</p>
<b>T-Shirt Provider</b>	<p>Action T-Shirts  <a href="http://www.actiont-shirts.com">www.actiont-shirts.com</a></p> <p>Action T-Shirts serves the Richmond, Virginia area with personalized service and affordable rates with the following services/products: advertising specialist, embroidery, promotional products, screen printing, T-Shirts, bags, clothing, hats, logos, big &amp; tall sizes and caps.</p>
<b>Hardware</b>	Kodak NexPress
<b>Software</b>	<p>Personalized URLs: Easypurl          Composition engine: Printable FusionPro          Email: My Emma</p>
<b>Target Audience</b>	Marketing decision makers and influences at clients and prospects
<b>Distribution</b>	Over 770 in list with 130 receiving personalized postcards
<b>Date</b>	May 2010 – August 2010