

Best Practices in Digital Print

FIFTH EDITION CASE STUDY



the Digital Printing Initiative

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Project: Quality Lawn Care Reaps Profits from Personalized Mail

Vertical Market: Service Industry/Other

Business Application: Direct Marketing/Lead Generation

Program objectives:

- Introduce new services to existing customers
- Connect with inactive customers
- Follow up with existing customers
- Encourage customers to sign up for services early

Significant results reported by user:

- Response rate is 14.6%
- Close rate is 27%
- \$52,000 in new business generated with a \$6,000 investment

Timing is Everything...
Doug Ayers, Quality Lawn Care

FREE
lime treatment
when you sign up
for our year-round
service!

Robert,

You've already taken advantage of our reliable aeration and weed control services. We now offer an affordable year-round fertilization program.

Our program includes **5 visits** per year:

- March: pre-emergent weed control
- April: weed control spray
- September: aerate, seed, fertilize
- October & December: winter fertilizer

A successful lawn care program must start in early March. Call us now to schedule your appointment.

Quality Lawn Care
(804) 790-9873

Don't forget to ask us about gutter cleaning and mulch/topsoil delivery!

VERTICAL	Service Industry/Other
BUSINESS APPLICATION	Direct Marketing/Lead Generation
CLIENT	Quality Lawn Care, 804-790-9873 Quality Lawn care is a small, privately owned business in Chesterfield, VA that provides aeration, seeding, fertilizing, and gutter cleaning services.
PRINT PROVIDER	Worth, Higgins & Associates http://www.whaprint.com Worth, Higgins & Associates is a commercial printer located in metropolitan Richmond, VA. Its digital print division, Worth Digital, produces variable data and short-run color printing.
AGENCY	Digital Innovations Group, http://www.digcreative.com Digital Innovations Group is a marketing firm specializing in personalized communication programs and strategies delivered in print or via the Internet.
HARDWARE	HP Ultrastream 3000
SOFTWARE	Developed in-house, Lytrod Software ProForm Designer, Intelliscribe
FINISHING	Triumph cutter and hand assembly
PPML	Produced using PPML
TARGET AUDIENCE	Current and former customers
DISTRIBUTION	1,000 per one year period
DATE	May 2003 and May 2004
DESCRIPTION	<p>Quality Lawn Care wanted an inexpensive way to tell its existing customers about additional services they might be interested in and to touch base with inactive customers. They were doing generic mailings to its entire base of active customers without personalizing more than the mailing label—and not seeing a very high rate of return.</p> <p>Working with Digital Innovations Group, the company created a mailer in 2003 that included a personalized letter to current customers thanking them for their business, while inactive customers were offered a new service. Each group also received a personalized call-to-action based on their previous customer history. Each letter contained information about the services the customer had used previously and offered only relevant new services.</p> <p>In May 2004, the company did a similar 300 piece mailing, plus a follow-up piece which was mailed only to those customers who had not renewed. The follow-up piece was personalized with the name of the recipient and a special offer was suggested based on their previous usage.</p> <p>Kate Dunn, President and Founder of Digital Innovations, says this case study is a good example of how a smaller company can benefit from small, targeted mailings rather than larger, more generic ones.</p>