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Project: interlinkONE Grows Business with Personalized Direct Mail

Vertical Market: Software

Business Application: Direct Marketing / Lead Generation

Business Objectives

interlinkONE is an integrated marketing software solution provider that primarily markets to print service providers. They developed a direct mail campaign incorporating personalized URLs (PURLs) to meet their marketing objectives.

- Demonstrate how interlinkONE's software solution could help service providers grow their business
- Develop qualified leads for their product
- Build interest in interlinkOne's product prior to the On Demand 2009 conference

Results

- Generated 50 highly qualified leads
- 27.8% response rate - percentage of recipients who visited their PURL

Campaign Architecture

interlinkONE developed the "Get Your Company Growing" multi-touch campaign to draw the attention of service providers.

The first touch was a personalized postcard that asked recipients if they would like their business to grow faster and then encouraged them to visit their PURL to learn more about interlinkONE. The domain for the PURL was <First name><Last name>.isReadyToGrow.com.

A follow up postcard was sent to individuals who did not respond to the first mailer.



Once a prospect visited their PURL they were asked to complete a short survey about what kind of information they would like to receive from interlinkONE. Visitors were also offered a free booklet “Guide to Selling Marketing Services.”

Try out interlinkONE's solutions
Test Drive: 1-to-1 Marketing

Welcome Jaclyn,

interlinkONE's integrated marketing software has been helping in-plant printers and fulfillment service providers grow their business since 1996. Our solution enables you to solve more challenges for the marketing department; thus, increasing your value to them. The best part - this is all done with a unified marketing communications solution.

Looking to grow? We can help...

1. Would you like information on these topics?

- Personalized URLs
- Web-to-Print Storefronts
- Multi-Channel Marketing
- E-Mail and Direct Mail campaigns
- Variable Data Printing
- Fulfillment, Warehouse and Inventory Management
- Digital Asset Management

2. Please send me the following information:

- Case Studies
- Customer Testimonials
- interlinkONE's Monthly Newsletter

Please take a moment to enter your contact information:

First Name:
 Last Name:
 Company:
 Email:
 Phone: 978 - 694 - 9992

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Due to the positive reaction to the direct mail, the creative and messaging in “Get Your Company Growing” campaign was repurposed for other channels including ads in trade magazines and web banner ads.

Target Audience and Messaging

The mailer was sent to three types of service providers – In-Plant printers, fulfillment service providers, and commercial printers. The bullet points describing how interlinkONE could help them were customized for each group.

The “Growing” theme was incorporated into all the touch points – direct mail, personalized landing pages and email.

Offer

The first 25 respondents received a free bamboo plant which tied into the theme of the campaign.

List

The list consisted of registered attendees for the On Demand 2009 conference and prospects from interlinkONE's database.

Creative

interlinkONE wanted the creative to demonstrate how they could help service providers stand out from the crowd and grow their business. The creative element of the bamboo plant was used because bamboo grows so quickly.

Reasons for Success

This campaign was so successful for interlinkONE that they repurposed it for other promotions. It was used again to introduce themselves to the IPMA (In-Plant Printing and Mailing Association) membership and promote their participation in the June 2009 IPMA conference.

Best practices learned from this campaign are:

- **Provide an easy response mechanism.** PURLs provide an easy way for people to respond to your campaign and learn more about your product.
- **Build with repurposing in mind.** The repeatability of this campaign is one of the key things that make it so successful. interlinkONE's growing theme was used multiple times and across multiple channels.

Client	<p>interlinkONE www.interlinkONE.com</p> <p>interlinkONE delivers an online integrated marketing solution to companies that want to build, manage, execute and measure all aspects of their marketing efforts in one solution. The solution streamlines operations and reduces cost by unifying all marketing communications and initiatives. It brings together the people and processes involved to ensure a consistent message is delivered across all outbound and inbound marketing messages.</p>
Print Provider	<p>Goodway Group of MA www.goodwaygroup-ma.com</p> <p>Located in Burlington, Goodway Group of MA is a full-service print and fulfillment production facility. Their state of the art front end and digital print environment, supported by comprehensive offset, bindery and distribution services allow them to provide one-stop solutions for their clients.</p>
Hardware	Xerox iGen
Software	<p>Composition engine: XMPie uDirect PURLs: interlinkONE's ilinkMARKETING</p>
Target Audience	In-Plant printers, fulfillment service providers, and commercial printers
Distribution	676 postcards
Date	February – March 2009