SEE A QR CODE IN ACTION!

You can make your printed marketing and promotional pieces even more effective by incorporating a little technology.

Here's just one way a QR code can deliver more information to your target audiences.

Need an APP?
Apps that can scan codes are available for most smartphones. You'll need to search your app store for "barcode reader" or "QR code scanner." On the iPhone, options include QuickMark, NeoReader and Optiscan. For the Android, Barcode Scanner is a popular QR code reader.

SCAN ME NOW!

CAN WE HELP YOU WITH YOUR UPCOMING PROJECT OR CAMPAIGN? CALL ON US FOR:

COPYWRITING

EMAIL MARKETING

EVENT MATERIALS

FULL COLOR PRINTING

GRAPHIC DESIGN

MAIL LIST SOURCING

MAILING SERVICES

MARKETING PLAN DEVELOPMENT

ONE-AND TWO-COLOR PRINTING

ONE-TO-ONE MARKETING

PROMOTIONAL PRODUCTS

SIGNS, POSTERS AND BANNERS

TRADE SHOW GRAPHICS

WEBSITES

THIS TIME, IT'S PERSONAL

Want to make your marketing work harder? Personalize it. A benchmark study by the Digital Printing Council discovered adding personalized information to mailers may increase response by over **500 percent**!

That's the good news. The even better news is that personalizing your marketing messages and materials has never been more cost-effective. And some of the reasons why are highlighted in this issue.

• QR codes are very affordable. And they let customers interact with you on a one-to-one basis, providing them with a level of mobile connectivity and choice no amount of money could purchase just a few years ago.

• Today's mailing lists are so precise, they pinpoint your best prospects in a sea of data – and so informative, you can give each mailing piece an individualized, relevant message.

• Variable data printing (VDP) lets you personalize what were once generic marketing pieces with variable text and images so you can connect with each recipient individually.

• As the case study demonstrates, the ability to target the right people with the right messages can be very effective in B2B marketing.

Your marketing budget is tight. But thanks to new personalization strategies, tactics and technologies, your marketing ROI can be higher than ever before.

QR Codes Marry Print with Mobile Marketing

How do you get your marketing messages into the hands of your target audience when they're on the go? Consider QR (Quick Response) codes.

QR codes are printed images that when scanned or photographed by a smartphone's camera, will instantly pull up text, photos, email, IMs, music, videos or websites.

As a result, QR codes transform a printed piece into a mobile marketing powerhouse. QR codes can be placed anywhere, from the back of a business card to the side of a building. Once a QR code is scanned, it will connect the user to almost any kind of specialized and personalized message you can imagine, including:

• Coupons and special offers at the point-of-purchase

• Billboards or posters that take scanners to a microsite with campaign-specific information or offers

• Product labels that, for example, connect to assembly instructions

• Print ads or direct mail that lead to videos

• Presentation materials that link to additional data and resources

• Trade show booths to gather leads and deliver downloads in multimedia formats

QR code marketing is still in its early stages. So before you dive in, talk to Allegra. We'll help you avoid the pitfalls and make the most of this new technology's awesome potential.

Want to see a QR code in action? Flip to the back page.
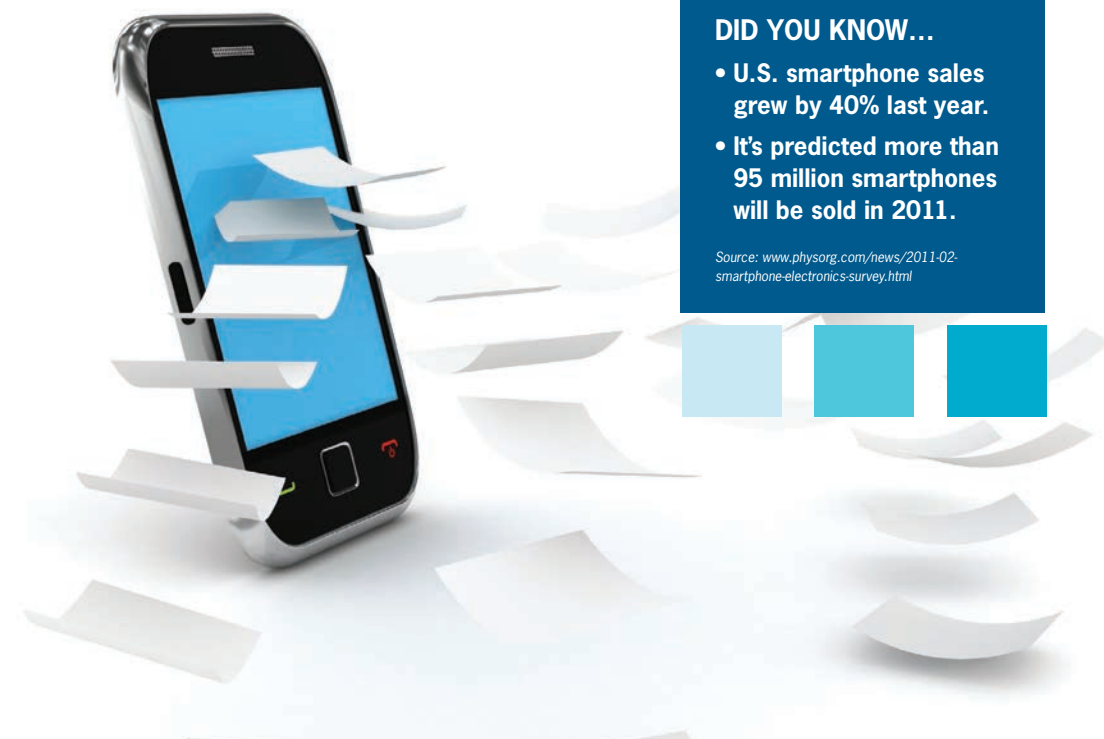
DID YOU KNOW…

• U.S. smartphone sales grew by 40% last year.

• It's predicted more than 95 million smartphones will be sold in 2011.

Source: www.physorg.com/news/2011-02-smartphone-electronics-survey.html

A Targeted Mailing List Drives Results?

It's a simple marketing tool. And, it's the most effective component of any direct mail campaign – the targeted mailing list. Driving your organization's most important messages to the right audience, or most likely prospects, is the key to any effective, results-driven direct marketing effort. Here are some examples:

Retail: A craft and sewing supply store wants to promote in-store sewing classes.
List: The target is women who live within a 10-mile radius of the store and have an interest in sewing. We can source a list of sewing enthusiasts who have expressed their passion through catalog purchases, magazine subscriptions, retail transactions and online shopping.

Consumer Services: A high-end landscaping and design company wants to promote their services to new home buyers in their market.
List: We can supply a list of individuals who have purchased a home during the past six months, based on home value in specific zip codes.

B-to-B: A business e-surveying company that focuses on customer satisfaction surveys and referral programs wants to reach sales and marketing professionals in small to medium-sized businesses in their market.
List: We can get a list of sales and marketing decision makers, targeting businesses with fewer than 500 employees in the professional services industry (auto repair, salons, dry cleaning, landscaping and more).

Contact the marketing pros at Allegra when you're ready to incorporate a targeted mailing list into your campaign.

Variable Data Makes Every Mail Piece Special

Digital printing technology has made it possible for marketers in businesses of all sizes to use variable data to create individualized messages and make those personal connections. First known as "mail merge," variable data printing (VDP) is the ability to customize mass mailings, from something as simple as an address block in a letter to the more complex area of variable and personalized images on a postcard or in a brochure.

Now with sophisticated computer software and digital printing, a marketer is no longer limited to using variable text just within address blocks or text bodies. Today, variable text can be applied within an image itself. There's something fun about receiving a whimsical postcard with your name spelled out in dandelion seeds or carved into a pumpkin. In fact, it's pretty cool. But it's also very effective because it engages the readers and "buys" more of their time.

Taken a step further, the images within a campaign can also vary by recipient. For example, if you're tailoring a message along gender lines, women would receive a printed piece customized with photos of women and the men would receive a piece with photos of men.

As the marketplace continues to grow noisier with competing messages, and as consumers become deafer to the din, using direct mail with VDP to create a cost-effective, one-to-one marketing piece that personally connects to the recipient gives you a clearer voice that resonates … and delivers results.

The possibilities are endless when it comes to personalizing your messages and images. Regardless of industry, using variable data can take a good mailing to great.

Marketing Case

Manufacturer opens doors to new markets

Company: Industrial coating business, specializing in the development and application of customized metal coatings for the automotive, aerospace, medical industries and military.

Situation Overview: Although the company has been in business for more than 50 years, it has little or no awareness in the marketplace beyond its past and current customers. This significantly impacts decisions about marketing communications initiatives and outcomes.

Goal: Use marketing communications that will generate sales leads and create greater awareness of the company and its products and services.

Target Market/Audience: In the past, the primary market focus was on the automotive industry and their suppliers. A secondary and growing focus is on the military, medical, furniture, and food service companies and their suppliers. The company has customers across the United States.

Marketing Recommendations: As a small company with modest resources, addressing an audience of unlimited scope is not practical or smart. Instead, they should initially segment the audience – on a test basis – by geography, industry type and function to establish a benchmark of marketing communications performance before extending its reach to larger audiences. This "test–measure–refine–expand" strategy suggests using direct mail, the most immediate and measurable of media. Using highly-refined databases enables a focused approach so mailings only go to individuals who are responsible for coating and finishing functions and who have decision-making authority.

Additional recommendations include a corporate capabilities brochure, multiple case studies highlighting success stories and press releases regarding the case study collection.

Measurement: No comparative data is available from past marketing communications efforts. To establish benchmarks, we will:

• Capture and compare response rates to targeted test mailings to determine the most effective offers and lists.
• Record the number and quality of press release placements.
• Monitor uptick in website traffic.

Contact the marketing pros at Allegra when you're ready for new growth strategies.