

# solutions

## Empowering the Layman

It used to be that, in order to create powerful 1:1 print campaigns, you had to possess the combined skills of a marketing wiz and database master. For mere laymen, partnering with individuals or companies with expertise in these areas was a necessity. But here at **tanaseybert**, we have developed a flexible eCommerce solution that gives any client—whether it's a small or large business—the power to customize their own direct marketing programs.

### A workflow made for everyone

Here's how it works. You brainstorm a direct marketing campaign and work with us to set up the program's parameters, develop layouts (including areas of variability) and pre-approve content such as text blocks, images and databases. We, in turn, tailor our application to your requirements, allowing you to create your own direct marketing materials—which you can further modify as your needs change. Simply log in to the site we set up for you, enter the appropriate information, and place your order. To further streamline the process, our digital printing division can even fulfill your order.

**Such an initiative could work like this:** A real estate agent develops a plan to use personalized materials to promote her services. Working with **tanaseybert**, she establishes the program's parameters, design options, etc. Based upon this information, we provide her with a website that she can use on an ongoing basis to create her own 1:1 marketing communications. Let's say her first project is a series of promotional postcards. Using our customized application, she could create postcards personalized with full-color images of the latest houses to come on the market that fit the individual criteria of each customer. The card's flipside could feature bullet points—price, school information, taxes, lot size—pertaining to those issues most important to each family, according to the agent's data. She logs on to her site, enters the appropriate information, and places her order. Within days, the cards are in the mail.

These applications are analogous to ordering a book from Amazon.com. The technology behind the searching, selection, and ordering is extremely complex. But all *users* have to know is how to click. It's really that simple. Even those who are unable to supply their own data can employ our web-based solutions. If that's your situation, we will build a link to a third-party database supplier into your site, so that at the time of your order, you can also purchase appropriate information to use as a basis for personalization.

### Creation versus usage

Although each campaign will have slightly different elements, each will have the same two overarching characteristics:

**The person using the application isn't necessarily the same person who designs it.**

In advance, someone else establishes the rules for the campaign, pre-defines the



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templates and pre-approves and uploads any re-usable assets. Rules include designating certain users to upload their own assets, such as the realtor uploading pictures of her most recent home sales.

**The order process is straightforward and simple, so that all the user has to do is fill out basic information.** This could be as simple as inputting a ZIP code or as complex as selecting the products and promotional messaging for a personalized catalog. Once selected, the elements are flowed in, the rules applied, and the piece automatically produced and shipped to the right location.

### Under one roof

What makes **tanaseybert** truly unique is our ability to act as your one-stop-shop. Not only can we build you the perfect eCommerce solution for 1:1 marketing—we can also help you design your materials, print them, assemble them, and mail them. An unswerving dedication to customer satisfaction is our guiding principle—we're here to make your life easier, your graphic communications more effective, and your company more profitable.

# Are You Undervaluing Your Data?

**You may already have the data you need to create a high-impact direct marketing campaign**

The advent of 1:1 marketing campaigns is one of the hottest trends in business today. Having a specific message that can be targeted directly at each individual in a mass mailing has opened up a world of possibilities for firms of all kinds—large and small, local to national—within numerous industries. Everyone seems to be jumping on the bandwagon.

**Well...almost everyone.**

There are some stragglers. We know you're out there. But we also know it's not the concept of 1:1 marketing you doubt—it's your own customer relationship management (CRM) data. You look at it and see incomplete, disorganized statistics insufficient for use in a 1:1 marketing promotion. The idea of having someone sift through the information to determine what's useful seems overwhelming. So you throw up your hands and decide to rely upon more traditional, tried-and-true marketing methods.

**But here's the secret: that data you think is useless could be a goldmine.**

A little bit of data can be made to go a long way—but because the use of variable data printing is still relatively new, misconceptions abound as to exactly how much and what sort of data is needed to create a successful direct marketing initiative. As a result, companies frequently think they need more than what they've got, which leads to missed opportunities.

We've seen it time and time again. At **tanaseybert**, experience tells us that the data already in your possession can be successfully leveraged into a lucrative direct marketing program. It's just a matter of determining the right approach—and we'd like to help you do that. Our digital printing team is an industry leader whose contributions have helped numerous 1:1 campaigns flourish.

What we propose is simple: reach out to us. Give us the chance to share our passion and ideas for 1:1 marketing and how it can benefit your business. We've worked hard to create a system that is flexible and can be beneficial to a broad range of firms with varying amounts of data, and we're always keen to prove that to new partners.

**Isn't it time you jumped on the bandwagon?**

## solutions spotlight

### CONSIDER THESE ELEMENTS WHILE DESIGNING YOUR CAMPAIGN

- The physical design of the piece, which must be tailored to the capabilities of digital output equipment (which can differ from traditional offset in critical ways).
- The accommodations for the variable elements of the design (for example, modifying the design to accommodate text of different lengths or images of different sizes).
- Selection of the data to use in the campaign (which customers you will target and how to target them based on the available data).
- Utilization of the data (how many variables you will include and how to incorporate the data into the message). This is particularly important when data is limited and you need to devise solutions to create relevance.
- Strategic implementation of print within a larger campaign. Increasingly, we are finding that our clients achieve better results when 1:1 print personalization is paired with other elements, such as personalized URLs or e-mail.
- Applying the lessons learned from past campaigns to future ones to maximize the results.