



DIGITALPRINT

Unlike traditional print manufacturers of old, with IC Group's digital print capabilities you have the ability to send a unique mailer to every one of your customers, with an attention grabbing headline, personalized copy and even full color images that change for every customer!



What are the key benefits of Digital Print?

Print personalization.

With so many other options, where does more “traditional” print personalization fit in? It fits where you want to make a personal appeal based on something you know about the recipient.

A private school might increase donations by creating letters that address the specific funding needs of parents’ children by name, grade and school activities, for example. An automotive dealer might increase service revenues by sending out tune-up reminders at the appropriate times, based on the model and purchase date of their customers’ vehicles.

Relevance:

You’ve heard the phrase “Don’t try and sell snow to an Eskimo”. Well, in Direct Marketing circles, presenting an offer regarding your products or services to a customer that you know will appeal to him is called **relevance**.

As an example, your sports department store might have the best offer on fishing rods anywhere on the planet, but if most of the recipients of a postcard highlighting your latest promotion are not fishermen, chances are you won’t get many bites. Just consider your own personal criteria for “junk mail” and this really hits home. Regardless of how great the new 8-seat minivan looks in the glossy brochure that just dropped through Jane’s mailbox, as a single 25 year old female with no children she’s going to drop it straight in the trash. Now if only the dealership had mailed her the brochure featuring the hot new 2-seat sports convertible that she’s looking to purchase...

When people think of personalization, they tend to think about data. But, as smart marketers know, just throwing data at marketing problems doesn’t solve them. The data is only useful as far as it creates relevance to the user. For example, printing someone’s name and address on a piece

doesn’t, in itself, motivate recipients to action. But take the same information and create a full-color postcard with the person’s name emblazoned on the front, paired with a relevant message: “Julie, you are only two miles from an incredible discount on the hottest shoes!” Now you have data that motivates to action. The same data used differently creates a completely different response. And that’s the power of relevance.

Customization:

This is the process of creating unique marketing documents, not for individuals, but for different retail outlets, branches or other locations. Take the circular for a grocery store chain. Instead of running a single circular for the entire region, the chain might want to create a circular for each store, with discounts “personalized” to the store based on its inventory. Instead of printing a run of 100,000, the chain might print 20 runs of 5,000, based on each store’s individual needs.

The list:

Good personalization starts with a good data cut. On a per-piece basis, 1:1 print marketing can be more expensive than traditional, generic marketing, so you don’t want to throw this investment away on elements of your database that aren’t likely to provide a good return.

Examples include:

When a convenience store chain paired with a soft drink manufacturer to promote a new sports drink, it personalized the mailing based on information from its loyalty program. But instead of personalizing to every member, it sent mailers only to those fitting a specific demographic. When marketers start with a smart data cut, (say, 25% of the original database) then combine it with effective personalization techniques, the results can be astounding and the print program can actually cost the same or less than a traditional mailing. Using this combination, they are consistently able to make equivalent (if not lower) investments, while pulling in more revenues.

It’s all about ROI.

Although this might sound like nothing more than fanciful marketing theory, case studies from around the industry reflect the reality of this practice over and over again. So, yes, VDP (Variable Data Print) can cost more on a per-piece basis, but when you look at it from the perspective of return on investment (ROI), which is the overall campaign cost versus revenues taken in, these applications can actually cost less and bring in more.