

# Integrated Marketing Campaign Nets 8.5% Response Rate

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By Dianna Huff

“As with many small companies, our current clients know our capabilities, but we’ve struggled with getting the word out to prospects,” states Rick Joly, Vice President for Goodway Graphics.

Based in Burlington, Massachusetts, Goodway Graphics specializes in full-color digital and variable data printing (VDP). This means, for example, that they’re able to work with a large auto manufacturer and produce customized postcards for 3,400 dealers across the U.S. at significant cost savings. Because Goodway can print all of the cards in one run, each dealer gets 500 -- 2,000 postcards customized for their market -- but at a big print run price.

According to Joly, the company wanted to reach ad agencies and larger companies who could benefit from its digital and VDP capabilities.

The solution? An integrated multi-touch campaign similar to what they do for clients. The campaign consisted of a personalized oversized mailer, dynamically generated PURLs (personalized URLs), a book offer, and follow-up emails. (To learn more about PURLs, read Margie Dana’s article, “You Never Forget Your First PURL.”)

## The campaign

Joly and his account managers built a list of 579 targeted names using their in-house database, online searches, and a list from a local trade organization.

Database and PURL development was outsourced to Magicomm, a company specializing in integrated direct-to-customer solutions. Jim Hackett, President of Indivia, agreed to the use of his book, Individualized(TM) Media Essentials: Marketing to an Audience of One, as the offer.

Because they stand out in the mail, Goodway decided to go with an oversized mailer. In addition to being BIG -- it measured in at 20” long x 7” wide (14” when opened) -- each mailer was personalized with the contact’s name and company name. The copy on the outside read:

The writing’s on the wall for [company name]: Personalized communications can raise response rates by 36% and increase repeat orders by 47%.

Inside copy included the PURL. Joly reports a few people hand-typed the PURL into their browsers and clicked through to the offer. Response really kicked in when the marketing team sent out a follow-up email a few days later. The email, from an account manager assigned to a specific number of names, read:

[name],

By now you should have received our flier on One-to-One Communications. While the imagery, statistics and testimonials are compelling enough reason to check us out, the opportunity to receive Individualized(TM) Media Essentials... Marketing to an Audience of One by Jim Hackett in exchange for viewing your personal website and providing minimal feedback makes it a no-brainer.

Clicking on the link provided in the email took the prospect to a pre-filled form. All one had to do was hit “submit.” The entire process took less than 10 seconds.

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## Campaign results and lessons learned

According to Joly, early results show the campaign netting an 8.5% response rate for those requesting the book, plus several emails from prospects asking for more information about Goodway Graphics.

“The one thing we learned from this campaign is with regards to timing,” says Joly. “It’s summer and everyone is on vacation -- something we realized once we started getting the vacation notice bounce-backs. The timing definitely lowered response.”

In addition, Goodway realized that they had neglected to tell prospects that the beautiful four-color book by Hackett had been printed using Goodway’s digital equipment.

“The book is definitely our calling card in terms of the print quality we’re capable of producing, so yes, we’re now including a letter with the book explaining we printed it,” says Joly.

Although the campaign hit a few glitches, it worked for the following reasons:

- The huge mailer stood out in a stack of #10 business envelopes.
- Copy was personalized using the contact’s name and company.
- Follow up email came from a real person, was personalized, and got right to the point. Instead of asking if the prospect had received the flyer (what marketing by phone expert Michael Brown calls “performing quality control for the post office”), the sender assumed the person had already received it and just hadn’t take action yet.
- Personalized landing page included a pre-filled form, saving people time and making it very easy to respond to the offer.

Joly has graciously made a URL available (<http://www.ondemand.goodwaygraphics.com/070002/landingpg1.php?XID=New618> ) to those of you who would like a copy of the book. Once you get to the landing page, click “Next” and fill out the form.

To learn more about Goodway Graphics, feel free to give Rick Joly a call at 781-287-5659 or send him email at [rickj@goodwaygraphics.com](mailto:rickj@goodwaygraphics.com).

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