



EasyCrossMedia

2010

Best Practices in Digital Print
Case Study

Project: EasyCrossMedia uses PURLs to increase attendance at informative Lunch and Learn series to promote cross media marketing to the Lipps Printing customer base.

Vertical Market: Marketing

Business Application: Lunch and Learn registration / Client sign-ups

Business Objectives:

The objectives of this campaign were to:

- Introduce Lipps Printing's affiliate company EasyCrossMedia LLC.
- Increase awareness of different forms of Social Media Marketing.
- Setup informative sessions for client customer base.
- Determine the depth of client understanding of cross media marketing.
- Demonstrate the power of using all aspects of Cross Media Marketing.

Results

Mail pieces were sent to 153 current customers.

- Unique visits to personalized URLs: 30 (19%)
- Completed surveys: 18 (11.6%).
- Total lunch and learn attendees: 20 (13%)

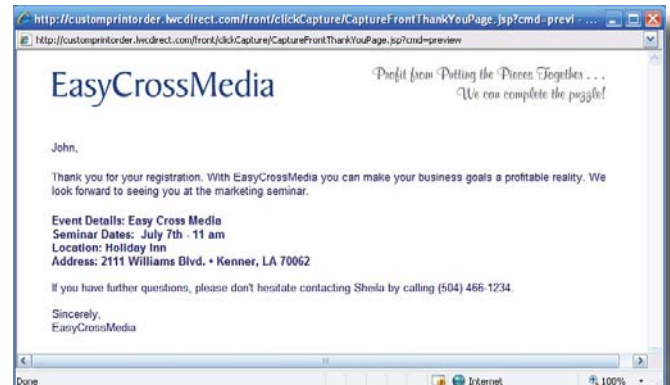
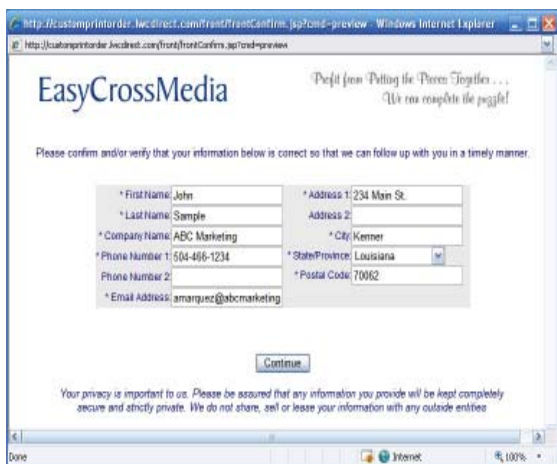
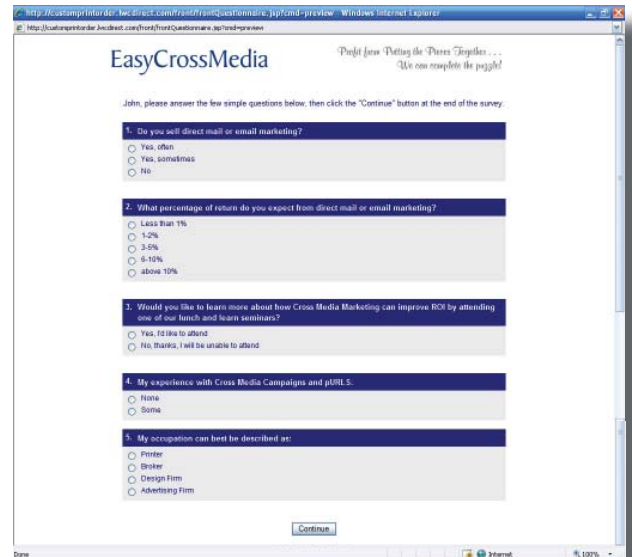
Campaign Architecture

One unique boxed puzzle that when completed spelled out the URL (PURL) of each customer. Their personalized landing page required email login that directed them to a survey page that asked them:

- (1) Do you sell cross media marketing including email marketing?
- (2) What percentage of response do you expect from direct mail?
- (3) What their experience with Cross-Media Campaigns and pURLs has been.
- (4) Would you like to learn more about how Cross-Media Marketing can improve ROI by attending one of our lunch and learn seminars?

PUZZLE - INSIDE OF BOX

Web Pages



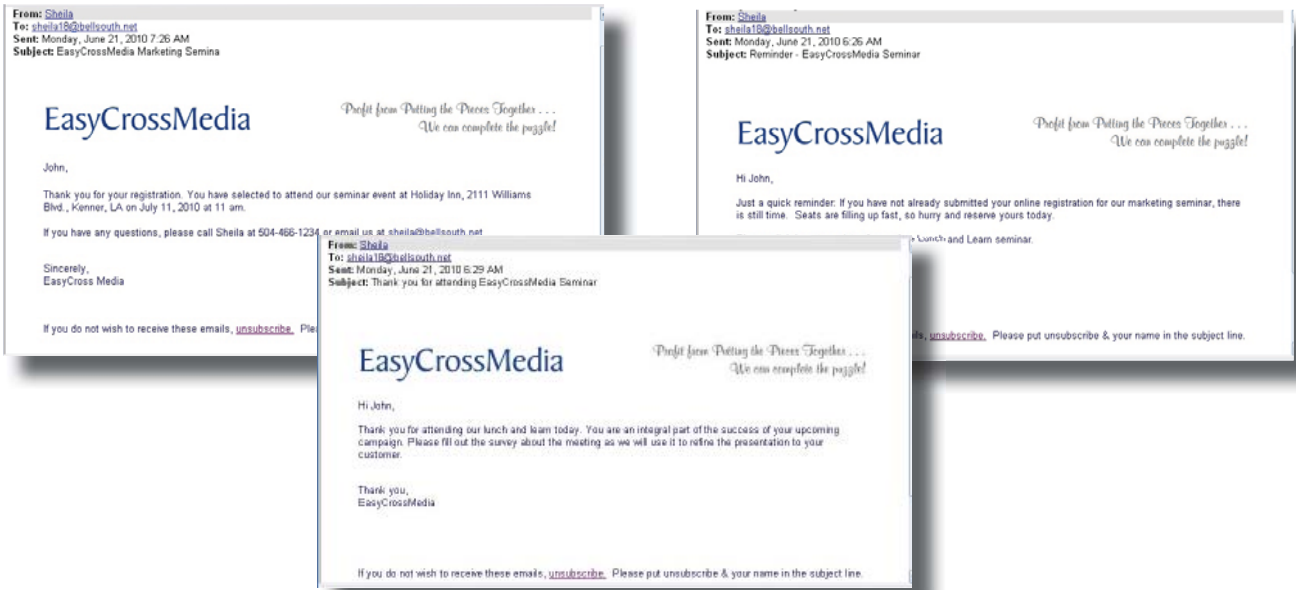
Target Audience and Messaging

Lipps Printing has a very selective and unique customer base that sells print products, ad specialties and marketing services to a wide variety of customers. The campaign was to introduce these sales professionals to EasyCrossMedia a division of Lipps Printing that will be handling the marketing service provider role at the parent company.

Offer

The offer was free lunch and an opportunity to increase their sales through the use of cross media marketing. Information about marketing in today's web driven economy and how to stay in front of the curve on social media.

Email Response pages



Creative and Outbound Pieces

The mail piece was a very creative box that contained a puzzle that when completed built on the theme of the campaign, putting the pieces together. Each puzzle was unique to the recipient and spelled out their URL and PURL for them to visit to register for the Lunch and Learn. Once on their personal site they were asked to complete the survey and provide updated contact information.

Survey questions included:

- Do you sell direct mail or email marketing?
- What percentage of return do you expect from direct mail or email marketing?
- My experience with Cross-Media Campaigns and pURLs is:
- Would you like to learn more about how Cross-Media Marketing can improve ROI by attending one of our lunch and learn seminars?

Reasons for Success

Factors that contributed to the success of the campaign included:

- (a) The trust between Lipps Printing and their customer base.
- (b) The uniqueness of the mail piece was paramount to building interest in the Lunch and Learn seminars
- (c) The opportunity to learn new methodology being applied to marketing in a casual familiar setting.
- (d) Lastly but notably good free food always increases attendance.

Client: EasyCrossMedia - www.easycrossmedia.net - EasyCrossMedia is a marketing service provider specializing in social and cross-media marketing for non-profit and manufacturing based businesses.

Print Provider & Agency: EasyCrossMedia • www.easycrossmedia.net • EasyCrossMedia, founded in 2010, is a full service provider of integrated marketing campaigns that include print, internet, email and other methods of marketing communications.

Hardware: Konica C6500

Software: Accuzip, XMPie Udirect; Excel, Adobe Indesign; MindFireInc's "LookWhosClicking"

Target Audience: Customers of Lipps Printing, Inc.

Distribution: 153

Date: September 2010