

# TANGIBLE MARKETING AUTOMATION

DON'T LEAVE HOLES IN YOUR OMNI-CHANNEL MARKETING EFFORTS

DIGITAL

TANGIBLE

OBtainable



A woman with long brown hair, wearing a grey zip-up jacket over a red turtleneck, is smiling and looking down at an open cardboard box filled with blue packing material. She is sitting at a desk in a bright room with a potted plant in the background.

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# INTRODUCTION

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Vision Graphics Inc., an industry leader in print communications, combines **data-driven solutions, online marketing portals, state-of-the-art print production** and a **warehouse and fulfillment center** to enable our customers to refine and streamline their communications throughout the world.



# WHAT IS TANGIBLE MARKETING AUTOMATION?

**It's time to envision a deeper connection, something more tangible.**

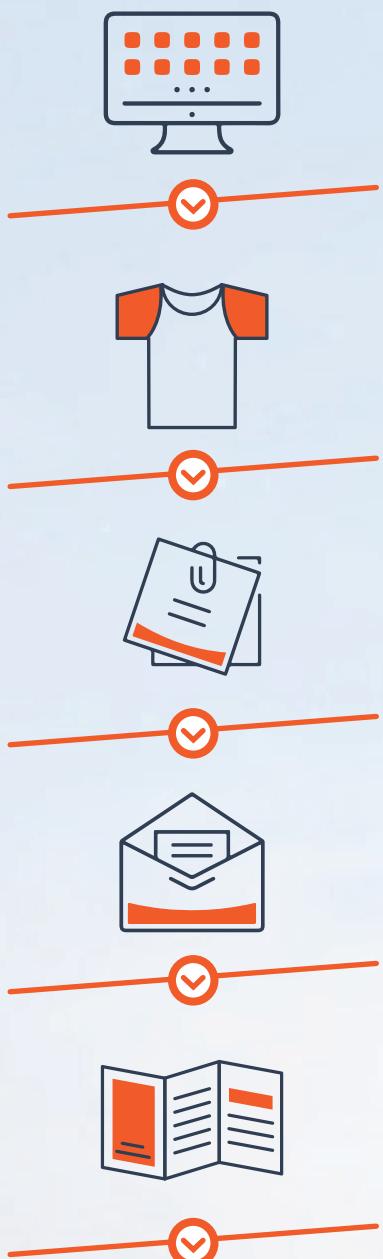
Tangible Marketing Automation™ by Vision Graphics is a data-driven, multi-touchpoint, creative solution perfect for your omni-channel marketing strategy. Nurture leads, measure ROI, and meet your sales and marketing goals with personalized strategies incorporating targeted digital marketing, traditional marketing, and direct mail.

**How is it different from traditional marketing?**

Tangible Marketing Automation combines elements of traditional marketing like direct mail, dimensional mail, and print pieces like brochures and handouts, with digital marketing like inbound marketing and email marketing, in an automated process across your multiple channels. It allows you to reach clients where they are and **cut through the clutter with personalized user journeys.**



# CUT THROUGH THE CLUTTER WITH PERSONALIZED USER JOURNEYS



## Digital Marketing:

Promoting or advertising products or services online through various techniques including: Search Engine Optimization (SEO), Search Engine Marketing and Pay-Per-Click Advertising, Social Media Marketing, Content Marketing, Affiliate Marketing, Influencer Marketing, Email Marketing, and Viral Marketing.

## Dimensional Mail:

A three-dimensional mailer with a call-to-action used to elicit the wow factor. Dimensional mail can include "SWAG" items such as promotional products, kits, apparel, and corporate gifts.

## Omni-channel Marketing:

A customer-centric marketing approach to present a seamless experience on multiple channels across the customer's journey.

## Direct Mail:

Printed promotional pieces delivered to a target audience.

## Print Pieces/Collateral:

Branded items with information about your organization such as newsletters, brochures, greeting cards, calendars, flyers, postcards or letters.

# GOAL COMPLETION!

# HOW DOES TANGIBLE MARKETING AUTOMATION WORK?



## Tangible Marketing Automation

allows you to create a workflow with automated prompts based on customer behavior. Our Synergy Platform lets you create automated processes with digital, traditional, direct and dimensional mail marketing.

## Automation Workflow

An Automation Workflow is the process of “events” in an automated timeline designed to help you reach your campaign goal. All automation workflows are customized to fit the customer and your campaign.

## DID YOU KNOW?



Email marketing, social media marketing, and direct mail are the top three marketing mediums for best return on investment. Tangible Marketing Automation combines them all

# 1. ANALYZE DATA



**Identify** your target audience, determine how to measure ROI, and create a robust and dynamic database for omni-channel marketing efforts.

## Make Sense of Your Data

At Vision Graphics we begin by helping you make sense of your data. We dive deep into your data to provide you with the tools you need to create the most complete omni-channel marketing strategy. Our team can help you engage with your targets and customers on a more personal level across all channels. Move prospects further along the sales cycle with targeted one-to-one communications that increase campaign response and conversion rates over a “one-size-fits-all” approach.

## Build a Robust Customer Database

Our data team can enhance your existing database with clustering techniques. Insights gained from lifestyle lists allow us to build a new robust list of potential clients that fit your customer profile.

Our data team at Vision Graphics can provide you with:

- **Data Integration**
- **Market / Customer Segmentation**
- **List Acquisition**
- **Predictive Modeling**
- **Custom Database Development**
- **CRM Optimization**
- **Campaign Results Analysis**
- **ROI Analysis**
- **Performance Modeling**
- **Program Optimization**
- **Database Hosting and Management**



**Inform your omni-channel marketing efforts with a complete understanding of your customer.**

## 2. IDENTIFY CAMPAIGN



**Identify** an existing omni-channel marketing campaign or create a new campaign based on strategic marketing goals and customer profile insights. Determine a specific **campaign goal** for the end of this specific user journey. Throughout the user journey all omni-marketing channel efforts will be centered around this measurable goal.

## CAMPAIN GOAL IDEAS

JOINS PAID  
MEMBERSHIP PROGRAM

RSVPs TO SEMINAR

JOINS LOYALTY  
PROGRAM

PURCHASES SERVICE

SCHEDULE A DEMO

WEBINAR VIEWS

PDF DOWNLOADS

PHONE CALLS

# 3. DESIGN AUTOMATION WORKFLOW



**Create** a dynamic workflow with customer touchpoints throughout. Consider the mediums, message, and **call-to-action**.

## Example of a Tangible Marketing Automation Workflow

Josh is a sales associate for a web design company. His company niche is high-end non-profit websites. He recently exhibited at a major tradeshow and has a large contact list with potential customers. After working with the Vision Graphics data team to create segmented lists, Josh is going to focus on organizations with potential budgets of more than \$100,000 for website development that are currently seeking proposals for web development services.

### Campaign Goal: Book a Demo

An email is sent to the list of potential clients with a link to a **whitepaper** entitled **"5 Reasons Nonprofits Need Responsive Websites."**

(An unopened email triggers another email attempt.)

The **Direct Mail** piece includes a **personalized URL** that encourages the customer to visit the **website** to schedule a private demo of Josh's exclusive admin panel technology.

Targeted digital marketing ads are triggered after the visit to the website.

Once a customer visits the website (tracked through personalized url), a notification prompts Josh to make a call and schedule a demo.

The scheduled demo triggers a dimensional mail kit with a 3D build-your-own airplane and the message: **Journey with Us**.

When a customer opens the email, "**Where Can Your Website Take You**," an aviation themed direct mail piece, is triggered.

## 4. CREATE A DIGITAL MARKETING PLAN



**Plan** for the channels you will be using in your strategy and how you will have a **consistent message** throughout. Consider ad buys for retargeting, social media, and keyword search.

Determine the number of landing pages, emails, white papers, ads, and assets you will need.

### Marketing Done the Right Way: Patterns to Purchases

It often takes multiple touch points for a prospect to convert to a lead and a lead to convert to a customer. What does your company's cadence look like? Each company is different and it heavily depends on your company's sales cycle and the strategy of your sales team. Use a mix of both digital and traditional marketing to communicate with your audience on multiple platforms.

### Get Ahead of the Game

Provide your team with a marketing calendar that maps out each touch point so that your team is working cohesively and that no lead goes too long without follow-up. Start by determining the number of landing pages, emails, white papers, ads, and assets you will need.

# 5. DESIGN COLLATERAL



**Design** the direct mail pieces, brochures, flyers, landing pages, white papers, emails, and digital ads that will be part of your specific campaign. All digital and non-digital assets should have a consistent look and feel. Include a CTA and easy access to sign ups or contact throughout all materials.

## Creative Consistency: The Mark of a True Brand

Campaigns often have a unique theme that is carried throughout all marketing elements, or they can follow your company's brand standards.

**Make sure the design works with the content** and create easily digestible sections with clear calls to action. Mix up the type of call-to-action to see what works best to convert customers. Consider using sign up buttons, links to sales reps' calendars, phone numbers, form

submissions or quotes requests throughout all marketing materials. For calls to action, try testing inline texts and buttons to see what works best for your target audience.

## Your Printer is Your Friend

For print pieces, consider using a unique phone number or trackable link to better categorize and organize leads. **Talk to your printer** about what options are available for your direct mailing collateral. Different printing techniques and cuts give you the flexibility to create unique and eye catching collateral that will help you stand out and differentiate your company from competitors.

# 6. INITIATE A TANGIBLE MARKETING AUTOMATED WORKFLOW



**Once** you're ready to go, test your workflow to ensure it is ready. Be flexible and nimble. Consider A & B testing with different white papers, print pieces or landing pages.

## Lead Nurture Example

### Semester Abroad Informational Seminar Sign-up Example

Sam, a 37-year-old business development manager for a Semester Abroad Program is looking for a more economical way to find the right leads. Her pain points include students who do not read marketing materials and miss important deadlines, as well as misidentifying potential leads. With a small sales staff, Sam worries she may not be able to sort through leads and meet fulfillment expectations.

- Student requests information about Semester Abroad through the program website.
- An email is triggered with an influencer story about the program, and links to the website for more information.

- A click to the website triggers retargeting social media ads, and an email with an invitation for a video chat with a Semester Abroad team member to learn more.
- Student signs up for a video chat.
- Once the video chat takes place, a direct mail Passport to Study Abroad kit is sent to the student, with an itinerary of important dates.
- When the student signs up for the program and puts down a deposit, an email is triggered with calendar invites for important date reminders.
- Once the student is fully enrolled, a personalized luggage tag is sent to the student to welcome them to the program and invite them to share on social media with hashtag **#letsgoabroad**.

# CUSTOMER LOYALTY EXAMPLE: ENERGETIC EMAILS

## Meal service delivery company

John, 44, is the chief marketing officer for a national meal service delivery company. He is having trouble cutting through the clutter and is competing with more companies for his customer's business than ever before. His email conversion rates are down, and he needs to show a return on investment to his administrative team. John wants to find new and innovative ways to foster client loyalty, save time and money, and find new leads.

John works with the Vision Graphics data team to segment existing client lists and create a lifestyle list to generate new lists for digital marketing and direct mail. He rolls out a new customer loyalty program, Sous-Chefs, for his most loyal customers. The program offers customers deep discounts, a personalized wooden spoon for signing up for a one-year program, as well as rewards and gifts every time they sign up a friend.



An email is sent to customers coming up on their renewal contract.



Customer visits the link, but does not sign up.



A direct mail piece is triggered.



The customer visits URL but does not renew.



A reminder email is sent with a mention about the special gift promotion.



The customer renews!



A branded and personalized wooden spoon is sent to customer as a reward.

# CUSTOMER LOYALTY EXAMPLE: FREQUENT FOLLOW-UPS

## Re-engagment Campaign Example

Mark is the marketing manager for a major online retailer. He would like to re-engage customers who haven't opened emails or visited the website in a while.

Mark works with the Vision Graphics data team to clean up his email and direct mail lists.



The "We've missed you" email is sent to customers with a 10% discount offer.



The customer clicks through to the website without a purchase.



This triggers a direct mail piece to be mailed with a 10% off code.



The customer visits the site but leaves item in cart.



This triggers a reminder, "Your cart is waiting."



The customer visits website and makes purchase!

# CUSTOMER LOYALTY EXAMPLE: WATER WORKS

## Brand Awareness Example

North Hospital has recently rebranded and would like to raise brand awareness in the community.

The marketing team meets with the data team at Vision Graphics and segments their lists to create a lifestyle list which, in turn generates new lists for digital marketing and direct mail.



Customers that sign up early receive a free branded water bottle.



A customer visits custom URL but doesn't sign up.



This triggers an email and social media ads, the customer RSVPs, which triggers a branded water bottle to be sent.

# UNIQUE APPLICATIONS FOR TANGIBLE MARKETING AUTOMATION

## Tangible Marketing Automation

is a flexible, innovative process that can be used for a variety of marketing and campaign goals. Internal communications managers can use Tangible Marketing Automation for onboarding new remote employees or engaging them in internal communications efforts.

Foundations can use Tangible Marketing Automation to court large donors, create robust fundraising drives, and find new donors.

## Possible Reasons for Using Tangible Marketing Automation

- You want a better way to nurture leads
- You feel like you are not getting through to the right customers
- You want a quantitative way to show how your marketing efforts are working
- You want to stick out from the crowd

## Measuring Direct Mail

Direct mail is more cost-effective and measurable than ever before. You have the ability to break through the clutter and reach consumers in a personal way. Digital printing, segmented lists, and automation have made it more affordable for marketers to incorporate direct mail in their omni-channel marketing strategy. Measuring direct mail can be done in a number of ways including using customized urls, call tracking with unique phone numbers, using coupons or discount codes, or unique promotions.



60% of direct mail recipients say they were influenced by direct mail to visit a website.



70% of Americans say snail mail is more personal than the Internet.

[USPS Study <https://www.dmn3.com/dmn3-blog/10-mind-blowing-direct-mail-statistics-and-what-they-mean/>]  
[Direct Marketing Association <https://www.dmn3.com/dmn3-blog/10-mind-blowing-direct-mail-statistics-and-what-they-mean/>]

# DO'S & DON'TS FOR YOUR TANGIBLE MARKETING AUTOMATION STRATEGY

## So Many Possibilities

Tangible Marketing Automation provides you the opportunity to incorporate almost anything into your omni-channel marketing strategy, from die-cut print pieces to creative one-of-a-kind kits.

Consider using a customer relationship management (CRM) technology to track and manage data and campaigns.

Don't stop other forms of marketing. Continue general brand awareness marketing and public relations efforts.

Don't just use multi-channel marketing—use omni-channel with everything available to you. Dimensional marketing and direct mail paired with digital marketing, allows you to be personal in an organized, cost-saving way.



Print



Swag



Promotional Products



Kits



Greeting Cards



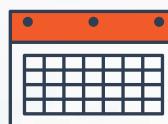
Newsletters



Apparel



Brochures



Calendars



Corporate Gifts



## WHY NOW?

If you're ready to pull the trigger on a seamless and streamlined omni-channel marketing strategy that will produce measurable results, nurture leads, retain customers and help you reach your sales and marketing goals, Tangible Marketing Automation is the right tactic for you.

**Our team is ready** to help you get started with an efficient, economical, unforgettable customer experience.

## HOW WE ARE DIFFERENT

**We make it easier for you to do your job.** From diving deep into your data for a customer list that will lead to results, to our proprietary automation software that merges traditional and digital marketing, to our warehousing and fulfillment center where kits can be assembled and shipped on an individual basis, Vision Graphics offers all you need for an efficient and successful omni-channel marketing campaign.