

# HP DIRECT MARKETING BUSINESS DEVELOPMENT TOOLKIT SELLS HIGH-VALUE CAMPAIGNS



In today's direct mail industry, staying ahead of the competition means doing more than the same-old campaigns. It means applying the latest industry wisdom and technologies to find—and retain—clients that need high-value services.

L&D Mail Masters of New Albany, Indiana, has thrived for nearly 25 years by continually seeking new ways to effectively meet its customers' needs. "We started out as a direct mail company, and evolved into direct marketing. Today we do email marketing and personalised websites—as well as digital printing with HP equipment," says Krista Fischer, director of marketing at L&D.

Throughout this evolution, HP has been there to help. In 2009 L&D acquired two HP Indigo 7000 Digital Presses to expand its capabilities, and today it's using the new HP Direct Marketing Business Development Toolkit to continue to sell these capabilities to customers in the insurance, financial and direct sales industries. The toolkit helps L&D demonstrate to both existing and new customers that targeted, personalised direct marketing campaigns can offer a bigger return than traditional direct mail services.

## Envisioning success

The HP Direct Marketing Business Development Toolkit helps direct mail houses prepare for and execute sales meetings, whether they're new to the industry or, like L&D, have decades of experience.

The toolkit's many resources include an overview of the direct mail industry, tips for finding and choosing customers that are strong candidates for higher-value campaigns, sample files of targeted direct mail pieces, an ROI calculator and more. It also contains case studies from many different industries, all of which illustrate real situations in which variable-data campaigns proved more effective than previous, static ones.

For L&D, these case studies have been particularly helpful in promoting its variable-data capabilities. "When people are able to see something physically, and get an idea about what other people are doing, it makes all the difference—it gets their minds turning," says Fischer.

Fischer adds that shortly after receiving the toolkit, L&D tried it out with one of its long-standing banking clients. The case studies helped the bank see how its existing customer data could be used for more than just monthly financial statements. By providing tangible examples of how customer data could be translated into expanded marketing tools, like customised postcards that would help draw customers to a branch event, L&D was able to increase sales with its client.





### Seeing real results

The toolkit has boosted more than L&D's sales efforts. It's also expanded the company's ability to show customers real, quantified results of its services. In particular, the toolkit's ROI calculator has helped Fischer and her colleagues measure—and definitively show—how variable-data campaigns can increase return on investment.

For one popular winery in southern Indiana, L&D recommended the use of promotional coupon codes on a postcard campaign. The coupon prompted the winery's customers to turn in their postcards when they made a purchase, and then the cards were given back to L&D for data processing. Using the ROI calculator, L&D was able to identify a link between the increased investment in targeted postcards and the level of purchasing the cards elicited among the winery's customer base. In addition, valuable new information was added to the database regarding customer preferences for certain offers and for specific types of products.

### Quality and reliability lead to confidence

The resources in toolkit aren't the only reason L&D has the confidence to pitch personalised, targeted campaigns. The strength of its employees, facilities and HP equipment are also critical. Its HP Indigo

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— Krista Fischer, Director of marketing, L&D Mail Masters

### CHALLENGE

L&D Mail Masters has been evolving beyond traditional direct mail into full-service direct marketing, and it needed a way to engage new customers and expand sales with existing customers.

### SOLUTION

- With the HP Direct Marketing Business Development Toolkit, L&D provides customers with compelling examples of direct marketing success stories.
- The toolkit's ROI calculator also helps L&D provide measurable results of variable-data campaigns produced on its HP Indigo 7000 Digital Presses.
- HP Indigo owners can access numerous resources like the toolkit on the My HP Indigo portal, [www.hp.com/go/myhpindigoweb](http://www.hp.com/go/myhpindigoweb), and through the HP Graphic Arts Capture Business Success Program, [https://h30406.www3.hp.com/campaigns/2008/events/takeaction/commercial/images/Capture\\_Brochure.pdf](https://h30406.www3.hp.com/campaigns/2008/events/takeaction/commercial/images/Capture_Brochure.pdf).

### RESULTS

- With the resources in the HP Direct Marketing Business Development Toolkit, and the quality of the HP Indigo 7000 Digital Press, L&D has confidently sold high-value capabilities to both new and long-standing customers.

7000 Digital Presses offer tremendous reliability and print quality, and this has helped convince many potential customers to make the switch to digital. "The quality of the digital presses is so good, customers know their pieces are going to be attractive," says Fischer. "When you add in the personalised aspect that variable data brings, customers know their campaigns are really going to get people's attention."

L&D also takes advantage of maintenance training offered to HP users, and Fischer is an active participant in Dscope (Digital Solutions Cooperative), a user-driven community of HP Graphic Arts press owners and their sales, marketing and production teams. "It's a very good relationship for us," Fischer says of her experiences with HP. "They're passionate about what they do. It's an ongoing relationship, and I think that's important."

Overall, says Fischer, "HP has challenged us to think differently, and present different things to our customers." Fischer adds that the toolkit has only added to the experience the company has built in the industry over the last 25 years. "It's good to get a few more tools in our arsenal, to go to customers and say, 'Did you know this was possible?'"

To learn more, visit [www.hp.com/go/graphicarts](http://www.hp.com/go/graphicarts)

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