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2007

Best Practices in Digital Print Case Study



the Digital Printing Initiative

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Project:	Boomerang Hawaii Self-Promotion Yields Big Returns
Vertical Market:	Printing Services
Business Application:	Direct Marketing/Lead Generation

Boomerang Hawaii wanted to generate leads for its personalized URL and marketing services. It sent 125 postcards to people who expressed an interest in the company's services and received more than \$50,000 in new business. A follow-up mailing involving a personalized case study helped the company win another project worth \$30,000.

Program Objectives

- Generate sales leads
- Generate new business

Significant Results Reported by User

- 43% of recipients visited their personalized URLs and asked for a t-shirt
- 50% of recipients visited their personalized URLs
- Generated over \$50,000 with two new pieces of business
- ROI of postcard mailing approximately \$122 for every \$1 spent

Description

To publicize its ability to create personalized URLs and other direct-marketing communication tools for clients, Boomerang Hawaii decided to send personalized postcards to marketing executives and marketing influencers in the Honolulu area. Prior to this project, the new company had not done any self-promotional direct mail projects.

Every recipient on the list received an in-person visit by a member of the sales team at least once and agreed to be on the company Broadcast Boomerang e-newsletter distribution list. Boomerang Hawaii has sent at least four Broadcast Boomerang e-newsletters to each person on the list before they were put on the list for the mailing.

A personalized, full-color postcard was mailed in March 2006 to 125 prospects. Each postcard bore a personalized greeting on the front and back, a personalized URL, and an entry code for a drawing. Recipients were urged to visit their personalized URL, ask for a Year of the Dog t-shirt, and enter a drawing to win an iPod. More than 50% of recipients visited their URL and 43% asked for a t-shirt and entered the drawing.

Boomerang Hawaii created a personalized case study and provided it to a larger group of prospects, including the 125 recipients of the postcard mailing. Three hundred people asked for a copy of the case study. The case study copy was personalized on the front with the name of the recipient and whether or not they had asked for a t-shirt. An image of a woman wearing the t-shirt appeared on the case study for female recipients and an image of a man wearing the t-shirt displayed for male recipients.



Lora Williams, Direct Communications Specialist for Boomerang Hawaii, says that the entire promotional project was a big success. The postcard mailing introduced personalized URLs to prospective clients and resulted in two large pieces of new business worth more than \$50,000 to the company. The case study mailing was also a big winner, “One of our largest prospects (now a customer) called the day they received the case study and gave us a project worth \$30,000.”

Williams also says the project was cost-effective for the company. The total cost per piece for the postcard mailing was \$3.30—\$2.91 to produce plus postage of \$0.39. Since the company landed \$50,000 in new business from the mailing, the return on investment for this unpretentious self-promotion piece was outstanding.

Client	Self-promotion
Printer	Boomerang Hawaii http://www.boomeranghawaii.com Boomerang Hawaii is a division of HONBLUE, which has six companies in its organization. Boomerang Hawaii offers its clients personalized URLs, Web-to-print technology, and variable data printing based solutions.
Agency	○ Communications http://www.ocomm.com ○ Communications creates interesting and effective print, radio, and television advertising, direct mail, graphic design, exhibit design, and Website design. Based in Kailua on the island of Oahu, the company has worked with many of Hawaii's leading financial, visitor industry, real estate development, and B2B companies since 1991.
Hardware	Xerox iGen3 with Fiery RIP, finishing: Polar cutter, Rolland scoring machine, MBO folder
Software	MindFireInc, Print Fusion Pro, Satori Software Bulk Mailer 5
Target Audience	Marketing executives and influencers in Honolulu
Distribution	125 pieces, one time
Date	March 2006

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Project: TAG Home Care Draws A Crowd Using Personalized Postcards

Vertical Market: Business Services

Business Application: Direct Marketing/Lead Generation

TAG Home Care, a division of the ADAM Group, achieved a 92% response rate to a pre-show mailer designed to draw C-level executives to its booth at an industry event.

Program Objectives

- Attract decision makers to company booth at conference
- Demonstrate personal URLs to decision makers
- Open doors for future sales calls

Significant Results Reported by User

- 92% response rate (attendees coming to booth)
- Two new clients and \$74,000 in new revenue from the campaign

Description

The Adam Group wanted to showcase its personalized marketing services and draw upper level/C-level home health care executives to its booth at an industry event, Home Care 100. Using the information about executives and pictures in a booklet distributed before the show by its organizers, the company hired a local sketch artist to draw a caricature of each of the 120 recipients. The artist drew the executives doing something related to their hobbies such as fishing, golf, etc., as mentioned in the pre-show booklet.

In the weeks prior to the show, the company printed and mailed a 5" x 9" full color postcard to each recipient with the caricature on the card. Also on the card was a personalized URL. The URL led them to an online survey so they could learn more about the company and request a personalized notepad. The notepad was personalized with the same caricature.

The project was a huge success—92% of the recipients visited their URL and visited the booth at the show to pick up the personalized notepad. The company also established relationships with two new clients as a result of the show. The revenue generated from the first variable data campaign was \$40,000 and the second was \$34,000. Both clients have agreed to do quarterly campaigns so the actual revenue from just these two clients could potentially be \$300,000 per year.



Brian, Did We BOOST Your Attention?
 Discover how we could also BOOST your Home Health referrals in 2006.

Yes! I want to BOOST my referrals in 2006!



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 Visit us for your FREE Personalized Caricature desk pads!
BrianParrin.myadamgrouphealthcare.com password: ANBBY

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The first name in home care marketing solutions

April, Did We BOOST Your Attention?
 Discover how we could also BOOST your Home Health referrals in 2006.

Yes! I want to BOOST my referrals in 2006!



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AprilAnthony.myadamgrouphealthcare.com password: 8562KH

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The first name in home care marketing solutions

Award

This application won a 2007 PODi Best Practices Honorable Mention in the Relevant Marketing category.

Client	Self promotion
Printer/Agency	TAG Home Care http://www.theadamgrouphealthcare.com TAG Home Care, a division of The ADAM Group, provides tried-and-proven marketing and recruitment solutions exclusively for home care agencies. For more than 30 years, TAG Home Care has helped agencies grow referrals from physicians and the community and attract new field staff. Services include marketing and sales consulting and variable data marketing and recruiting.
Hardware	HP Indigo 5000
Software	MindFireInc (personalized URLs, landing pages and tracking)
PPML	Produced using PPML
Target Audience	Home health care company executives (CEOs, CFOs, and COOs) attending an industry event
Distribution	120
Date	January 2006