

acculink[®]

Enhancing Your Business Communications



WE PUT IT ALL TOGETHER.

Integrated Marketing Solutions



Challenges:

Smaller marketing budgets

Fewer support staff

Reduced customer loyalty

**Reduced effectiveness
of traditional mass media**

**Confused as to how to
reach new customers**

Need help managing & applying CRM data

Wow, it's no wonder that Chief Marketing Officers (CMO) lose sleep at night! The challenges associated with reaching new customers and developing deeper relationships with existing customers have never been greater. This is where a Marketing Services Provider (MSP) becomes invaluable to your organization, to "put it all together", so you can focus on your business while experts handle the details and infrastructure of your campaigns.

This brochure lists some of the most powerful tools available for your consideration as you plan your marketing efforts. These powerful tools, when linked together, can create ongoing relationships that strengthen over time. Keep in mind that your focus should always target the unique wants and needs of your prospects. Your goal is to enhance RELATIONSHIPS, build trust, and offer value in your proposition.



Highly personalized communications

When you host a party filled with a variety of guests will you have the same conversation with each person? No. You will adapt your conversation to each individual or you risk being branded a poor host. Direct marketing is no different. Technology now allows you the ability to not only "version" your audience into different groups but to also communicate unique text and graphics so that no two messages are the same. This can be achieved both in print as well as email and personalized micro sites or personalized URLs (PURLs).

What is VDP?

Variable data publishing, also frequently referred to as one-to-one marketing, begins with a database consisting of fields of data that are mapped or programmed to a printed piece or email template. These fields can represent unique text, numbers, graphic files and even numerical calculations so that recipients are delivered information that is relevant to their profile or interests.

What is Variable Data Printing?

One-to-One Marketing. One mail-piece with relevant personalization.

VDP campaigns are most successful when there is accurate data, relevant information, an appealing offer, attractive graphics and high quality printing. With less than 15 seconds to grab a mail recipient's attention, it is important to demonstrate that your message is both personal and relevant!

Personalization can include images such as those shown here. Females in the database get a photo of a woman talking, while males in the database get a photo of a man talking. This allows for a more targeted marketing approach.

	A	B	C	D	E	F	G
1	First	Last	Address	City	ST	ZIP	
2	John	Smith	123 Pizzoso St	Meridenburg	NY	25409	
3	Lindsey	Anderson	524 Elm St	Staten Island	NY	10310	
4	Annette	Bailey	28 Houston Cir	Camden	AL	36726	
5	James	Aaron	1556 Clinton Cir	Jackson	MS	39209	
6	Marian	Greene	370 Waterbrey Rd	Fairburn	GA	30213	
7	Rebecca	Jones	8221 Oxford Ln	Morris	AL	35116	

Using the database, the postcard mailing is personalized with the person's First Name, Last Name and Mailing Address.

Variable data marketing pieces are effective because they not only capture attention, but back it up with content that is relevant to the recipient. AccuLink pays attention to the quality of your data, the relevance of your message, the impact of your offer and the timing of your campaign. We then apply sound design and cutting-edge variable data technologies to your advantage for maximum results.



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What are PURLs?

PURLs stands for personalized URLs or internet micro sites that are unique to each individual in a database. An example is: CharlieGraves.needstobefound.com where a landing page on the internet is hosted just for Charlie Graves. In this case the postcard from an auto dealership allows Charlie Graves to visit a brief survey based on his profile where he can reveal his wants and needs in exchange for a benefit of free products & services. His responses are recorded and future messages are automatically sent to Charlie via email and direct mail as the result of his participation. PURLs also make it possible to measure response rates and to compare results of different test groups. All data is collected on a remote dashboard so your reports are available for view or download 24/7.

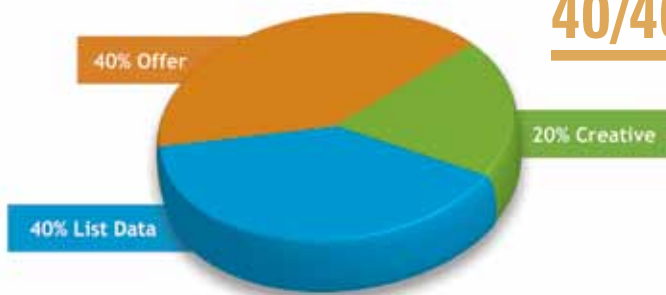


Data is KING!

The most important ingredient to any marketing effort is often paid the least attention. Your prospect database should be the foundation of a successful marketing campaign. A bad list can cripple the best of intentions. AccuLink specializes in helping you get the most from your data.

AccuLink's data related services:

- List procurement
- Online data capture & reporting
- NCOA/CASS & IMBs
- PURLs
- Data modeling
- List cleansing/deduping
- VDP programming



40/40/20 RULE

Good Data and a strong relevant offer are the essential keys to any successful targeted marketing campaign no matter what media you are using. A common rule of thumb from marketing studies suggests the 40/40/20 rule applies to most campaigns. The ingredients are: 40% data, 40% offer and 20% creative... of course timing can trump everything!

Emails, SMS text and mobile marketing:

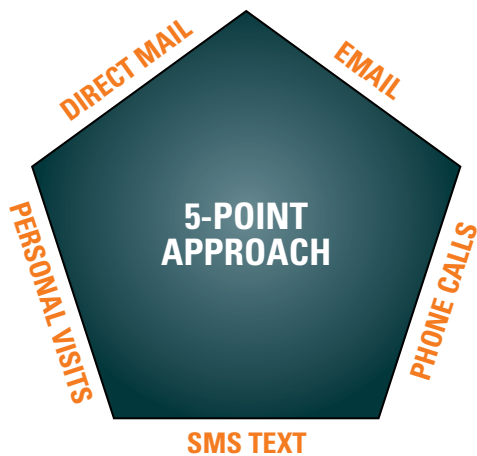
There are numerous techniques for integrating emails and text messaging into your campaigns. We advocate “opt-in” techniques to receive permission first before sending emails or text messages to prospects. These media are very popular in today’s fast paced world so you are well advised to expand your reach via mobile marketing.

- One classic example is to engage your prospect on the internet (via a PURL or a GURL) to voluntarily provide their email and mobile address along with permission to communicate. Not only are anti spam laws respected but you are also now using a “preferred” email address.
- Emails or SMS text can be delivered automatically at prescheduled intervals with highly targeted and relevant messages.
- Emails can be tracked and monitored for open rates, bounce backs and other metrics
- Emails can be triggered by Intelligent Mail Barcode (IMB) scans at the post office to alert the mail recipient to “be on the lookout” for an important mail piece soon to be delivered.
- Both emails and SMS Text can be highly versioned with offers driven by a master database. This works particularly well with coupon and loyalty programs.



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Importance of automation and CRM

One of the greatest challenges marketers face is following through with all the details associated with integrated campaigns. In order to convert cold leads into strong relationships it is necessary to “touch” your prospect multiple times (many experts suggest 8) before closing. Examples of touch points are direct mail, email, SMS text, phone calls, and personal visits. The more times you present a positive and relevant message to your prospects the more likely a relationship is strengthened and a favorable closing is attained. Our “5-point” approach to marketing integrates all the aforementioned touch points as preplanned activities and measures their effectiveness within a master CRM dashboard accessible 24/7. Using a rules-based formula, all aspects of a campaign can be set in motion and measured with minimal effort by your marketing staff. Let us show you how!

Mobile marketing with QR Codes

Marketers are challenged as never before by the emergence of the mobile consumer who relies so heavily on their mobile phones for communication, information and entertainment. Traditional advertising channels are ineffective to this group, so how does one reach this new emerging consumer?



Recent advances in technology are bringing 2 dimensional bar codes into the marketer’s arena via special tags that can be scanned by application enabled cell phones. A QR code is a 2D bar code that, when scanned, may take the viewer to a phone number, a text message or a landing page on the internet. The ramifications of this are HUGE and the possibilities are limited only by one’s imagination. QR codes can be placed on items ranging from printed materials to t-shirts, signs and even buildings. In each case the message can be controlled, measured and even interactive!



Putting it all together

Technology, Marketing and Production Services ... we bring them all together for you. AccuLink specializes in high-response technologies, such as variable data printing, PURL campaigns, QR Codes, GURL/Opt-In landing pages, mobile marketing and other cross media data driven campaigns. Our goal is to engage your target audience with relevant messages and deliver measurable results.

We manage the details with professional programmers, designers and project management so that you can manage your core business undistracted. Leave the details associated with infrastructure and technology to us while you measure the results we deliver. Just as you want long term relationships with your clients we want the same with you. Our campaigns are measureable and designed to provide valuable data to enhance and improve your ability to strengthen relationships for years to come. There is no better time than NOW to learn more and reap the rewards of integrated marketing services available today at AccuLink!



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