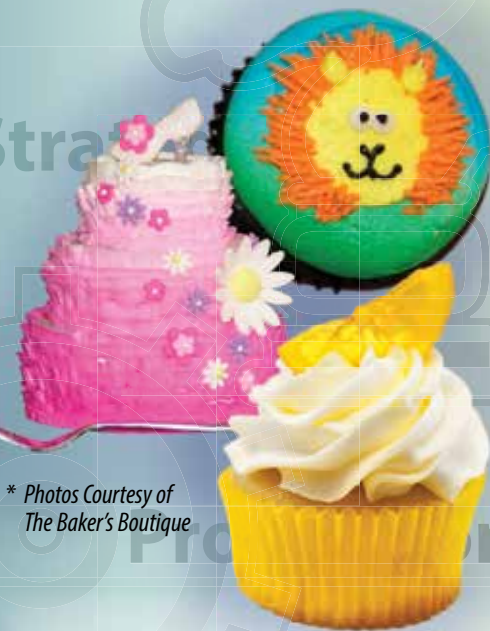


INTEGRATING YOUR MARKETING STRATEGY



* Photos Courtesy of
The Baker's Boutique

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PRECISION PERFECT...

INTEGRATED MARKETING SOLUTIONS

A New Approach to Marketing

Designing a Campaign with Purpose

What is a marketing campaign? Ask any American and you will get a different answer. After getting past the standard discussions about commercials, infomercials and brand/imaging examples, most Americans are at a loss as to how to market in today's electronic world. It was once about buying advertising and knocking on doors, but today it has become more surgical in methodology. The current approach is better defined by strategy which involves finding the right message, then using the appropriate media channels to target your desired audience. This approach takes marketing to a new level of creativity: creative content, delivery, placement and revenue exchange.

In the past, some marketing campaigns have been seen as gimmicky or expensive brand enhancement efforts that suck the life out of a company's ROI. You know it is true—we have all been there and garnered not-so-happy experiences from it. The words

"marketing campaign" can immediately "sound the retreat" to a corporate executive trying to hold to the bottom line. However, this creates a dilemma. On the one hand, the corporate executive is trying to stop the bleeding, while on the other hand, the marketing executive is needing capital to promote new business. Everyone knows that marketing needs to take place, but no one wants to be responsible for loss of revenue.

You can, however, now take hope in a new approach. By taking advantage of the Precision Printing system you can integrate marketing strategies using the tools and equipment already available in your office. In partnering with Precision Printing, you can now build marketing targets and collateral that give you control of your campaign and message. Best of all, you see results in real time, making it easier to make adjustments even while the campaign is in full swing. Let us show you how.



FROM IDEA

TO MARKET



Integrated Marketing and Campaign Development FROM IDEA TO MARKET

By using what you already have in your office—your client lists, databases/client persona, sales history, product knowledge—you already have the tools to begin. For established businesses, let's see what can be done to get the news out about your favorite new product of

1

PRODUCT DEVELOPMENT

Every venture begins with an idea. From that idea, a product or service is developed that leads to testing—and from test results, the product is refined for market introduction.

2

RESEARCH DATA MINING

Customer Relations Management Software and Mailing Lists are the best place to start when developing a marketing campaign. Names and addresses are connected by using an "opt-in" program on your website.

3

DIGITAL MARKETING WORK FLOW

Strategy

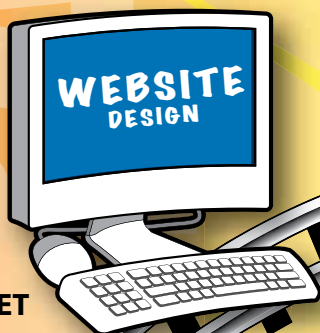
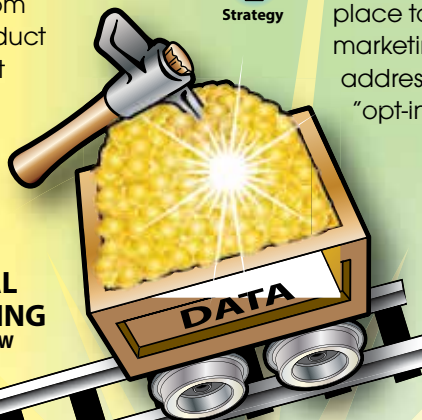
7

Sustainability

RETURN TO STEP #1 OR #2 AND START OVER WITH A DIFFERENT OFFER OR PRODUCT

6

Strategy

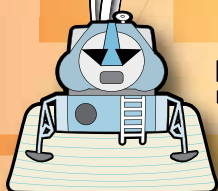


INTERNET WEBSITE



INTERNET SOCIAL NETWORKS

INTERNET LANDING PAGES



E-BLAST OPT-IN EMAIL



Creative Development

Analysis / Start Again

Web Based Integration

Print Email Web Social Mobile

Email Campaign (E-Blast)

LARGE FORMAT PRINTING



CORPORATE



PROM PRO

Leads Directed to Personalized URLs

Precision Printing provides collateral for both marketing electronic and traditional. From Website building to Email campaigns, we can also put the finishing touch on your marketing campaign with quality printed materials.

Leads Info Updated on URL Form

New Customer / Prospect Data Added to CRM

Capture Data Triggers a Notification

Marketers report an average improvement of 35% for multi-channel campaigns using print, email, & web landing pages. - (InfoTrends)



There is nothing like a well-designed E-Blast to generate marketing activity quickly. By using your email list, you can generate numerous business opportunities. By connecting with regular customers, you build community and strengthen brand awareness, tapping into a proven revenue source.

* Special Thanks to The Baker's Boutique (formerly AVA Sweet Cakes) for providing the baked goods product shots. Visit their new location at 2478 Patterson Road, Grand Junction, CO • 970-241-0033 • www.avasweetcakes.com



ANALYTICS

WEBSITE - REAL TIME INFORMATION

Analytics can help you understand and track activity relating to your website. Analytics software provides the metrics for things like: popular pages, time on pages, and bounce rates. Studying these numbers will provide guidelines on customer behavior. A business owner can then make adjustments to the website to improve bottom line.

4

COLLATERAL Branding / Marketing

Production

Collateral is a necessary part of the complete marketing package. Printed collateral reminds a customer about a product or service of interest. Refreshing a customer's mind about a product can stimulate them to read just their route toward purchase.



IDENTITY



EMOTIONAL
PRODUCTS

es marketing
environments,
everything from
campaigns. Don't
ishing touches
gn with high
aterials.

KERY

PE



PRINTING &
MAILERS



MAGNETICS

5



Sustainability

END RESULT:
DRIVING TRAFFIC
TO YOUR
BUSINESS



Marketing Services by **PRECISION PRINTING**

Awaken Your Entrepreneurial Spirit!



For a start-up business, the challenge is to develop product, branding and also get the message out. Precision Printing can aid you in directing your message to the right people.

Some Simple Steps to Building a Marketing Campaign for a Start-up Business

STEP 1

Define the purpose and goal of your campaign. A generalized goal like "increasing sales" is too broad. Be more specific, something like "increasing traffic to your website" or "increasing conversion rates of web visitors" are good starting points.

STEP 2

Determine your target market. Start with general demographic information and finish by identifying individual persona.

STEP 3

Develop your strategy to increase "conversion rate" to that targeted group of individuals or companies. By understanding your target group, you have a better idea of where and when to channel your product information to your audience.

STEP 4

Based on Step #3, develop collateral that gets the attention of your target group (that is why the persona profile is so important). Printed collateral like table tents, post cards, rack cards, and brochures keep your message in front of that target group.

Here is a sample checklist for a "products" campaign.

Campaign Objective: Generate leads and new customers by offering a free service to current customers that refer new business and trial offers to new customers.

- **Promotional Mailer**
New products or service listings
- **Inserts**
Coupons / Special Offers
- **Website - Refreshed**
Develop or refine your website
- **Email Campaign**
E-Blast to current customers
- **Menus / Table Tents**
Face-lift for POS (Point of Sales) materials
- **Brand Awareness**
Outdoor Advertising

Remember, sometimes the most creative and innovative ideas come from the lack of funds. Let us help you awaken your Entrepreneurial Spirit— without costing you an arm and a leg.

PRODUCT SPOTLIGHT



Promotional Products That Sizzzzzzle!

This product takes the phrase "hot brand" to the next level. We all want to show off our logo, but how do you get your message across? Draw attention every time by adding your logo to a mug or glass that reveals a secret message or photo whenever

hot water is poured into the mug. A special ink on these mugs is activated when it comes into contact with heat, re-enforcing your marketing message anytime the mug sits on your desk or accompanies you to your next important meeting.

Call Precision Printing for more information on heat sensitive designs.

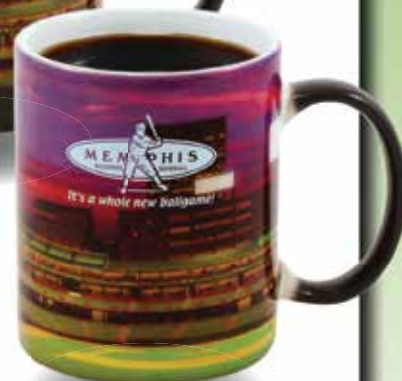
970-245-1294 or visit us online at www.ppgj.com



Cooling



Before



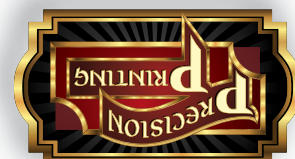
After

**Just Add
HOT Beverage**



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