

one BRAND

EDDM OVERVIEW



INTEGRITY | RESPONSIBILITY | RESPECT | POSITIVITY | QUALITY | BELIEF | EFFICIENCY | PASSION | TEAMWORK

OUR STORY IN NUMBERS

**Inc.
5000**

8

Times Since
2009



1 of 5

USPS
Affiliate Partners



92.86%

Customers Surveyed
Would Re-Order



200+

Million Pieces
Mailed



20

Humans
Awaiting Your Call

WHO WE ARE

We are a full service, direct marketing, online marketing, printing, and service company offering a wide array of integrated direct marketing solutions for small and top brands across the U.S.

- Nations Leading EDDM provider
- Official USPS affiliate partner

Trusted Marketing Partner



PRINT PRODUCTION & FULFILLMENT

Print and mail production is anchored by two wholly owned manufacturing facilities. Single sourcing technology, direct mail and print fulfillment simplifies program implementation, increases accountability and reduces costs.

Capacity At Any Scale

With a capacity to produce 5 million postcards in a 24 hour period, our production facilities deliver load-balanced fulfillment to meet any organization requirement.

Disaster Recovery

Multiple independent locations allows complete comfort that marketing initiatives will not be disrupted during unforeseen circumstances.

Press Department

- (2) 5 Color Komori 540 - 40" with Inline Aqueous Coaters
- (2) KBA Karat 74 29" Press
- 6 Color Komori 628 - 28" with Inline Aqueous Coater
- Ricoh 9110 Digital Press
- Canon 7010 ImagePress Digital Press
- Xerox Versant 2100 Digital Press



Mailing Department

- (2) Kodak Versamark Ds4350 UV Inkjet
- (2) Secap Jet-1 Inkjet Addressers
- (2) Secap 4 Head Labeler (Labels/Stamps/Tabs/Post-It/Scratch-Offs)
- (2) Kirk Rudy Tabber
- (2) 6 Pocket Letter Inserters



EVERY DOOR DIRECT MAIL MARKETING

As a USPS Affiliate Partner, we provide targeted and Every Door Direct Mail solutions. Our two facilities are capable of producing 4.8 million mailers per day, which means we can provide fast turnaround for all of your EDDM campaigns.

In addition to our production capabilities, we also have a suite of proprietary tools to help you target specific demographics, or select the exact mailing routes closest to your ideal customers.

Our mapping software also includes demographic, distance and drive-time targeting.

Increased ROI

By increasing the size of your card you will increase your response rate! A mailing flat is at least 6.25"x9" or larger postcard which means you have plenty of room to get your message to your customer. This is over 3 times the size of a 4"x6" postcard and costs 9 cents less!

Demographics

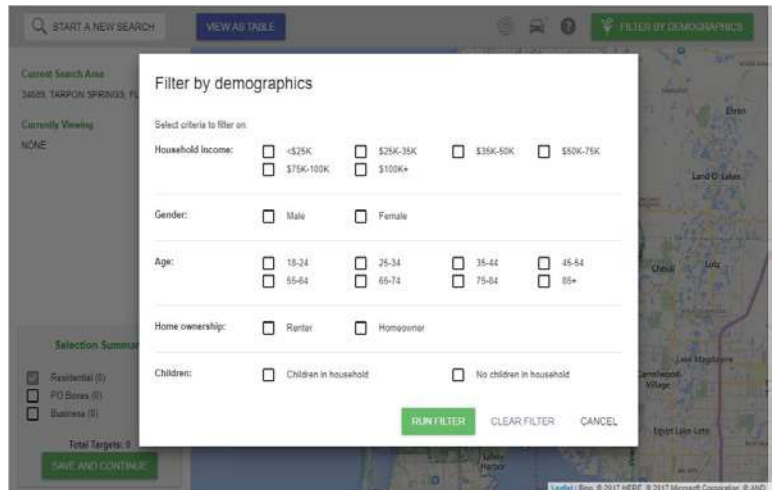
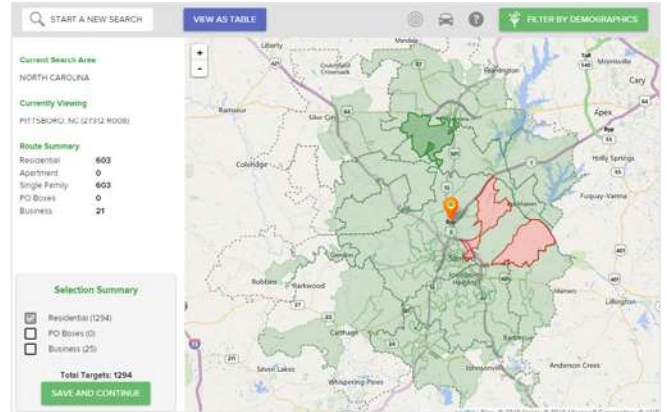
Our map tool takes census data and overlays the carrier routes to help you make a better targeting decision.

Trackable

The moment your mailer leaves our facility you will know when it will hit customer's mailboxes. This gives you the ability to help prepare your staff.

Turnkey

We can print, prepare the mail, and ship directly to the postal service. Completely hands and frustration free!



GRAPHIC DESIGN & DEVELOPMENT

We want to be your creative department. Our in-house design and development team is available for any creative project. We have experts on staff that specialize in everything from branding and print design to website design and custom application development.

CREATIVE PARTNER

Trust is the cornerstone of a positive, creative relationship. Knowing you have a team you can count on to deliver imaginative, brand-focused results when you need them is the best way to take the stress out of marketing, especially in a difficult economic environment.

A good partnership is a valuable asset. A good partnership that fulfills the complete spectrum of your creative needs is priceless. Our team has the expertise to be your single point of contact for a wide range of creative services.

- Brand Consultation and Logo Design
- Stationery (letterhead, business cards, envelopes, mailing labels, notepads)
- Direct Mail (postcards, brochures, newsletters)
- Collateral (presentation folders, sales kits, annual reports)
- Advertisements (flyers, magazine & newspaper ads)
- Environmental Graphics (trade show displays, banners, vehicle graphics)
- Magazines (cover to cover design, feature & article layout)
- Books (custom cover design, page layout)



WEB DESIGN

A creative design with a clear message and great information is our recipe for creating awesome websites for our clients. Harnessing the power of WordPress, We offer businesses custom designed themes, powerful plugins, and responsive layouts all backed by a powerful content management system.

- Complete Websites and Landing Pages
- Custom Dashboards and User Experience Design
- Personalized Voucher and Email Programs
- Social Media Graphics

THE *anatomy* OF A POSTCARD

GRAPHIC

An image or graphic that looks awesome and clearly represents your business, product or service

HEADLINE

Easy to read and know what you're selling at first glance.

OFFER

Absolutely unbeatable, amazing, valuable deal that they can't resist!

LOGO

A professionally designed logo that makes it easy to recognize your brand.



CALL TO ACTION

Tell the recipient what you'd like them to do, "Call Now" or "Visit Us Online" work great! Be sure to include your website and a tracking phone number!

HEADLINE

Easy to read and know what you're selling at first glance.

BENEFITS

Briefly explain the benefits of your product or service rather than features and abilities.

FRONT
BACK

LOGO

Always include your logo on both sides to increase brand awareness.



CALL TO ACTION

Tell the recipient what you'd like them to do, "Call Now" or "Visit Us Online" work great! Be sure to include your website and a tracking phone number!

TRACKING CODE

Know exactly when your postcards are delivered by including a tracking barcode, available with directmailPLUS.

OFFER

Absolutely unbeatable, amazing, valuable deal that they can't resist! Coupons are awesome!

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EVERY DOOR DIRECT MAIL DESIGN SAMPLES

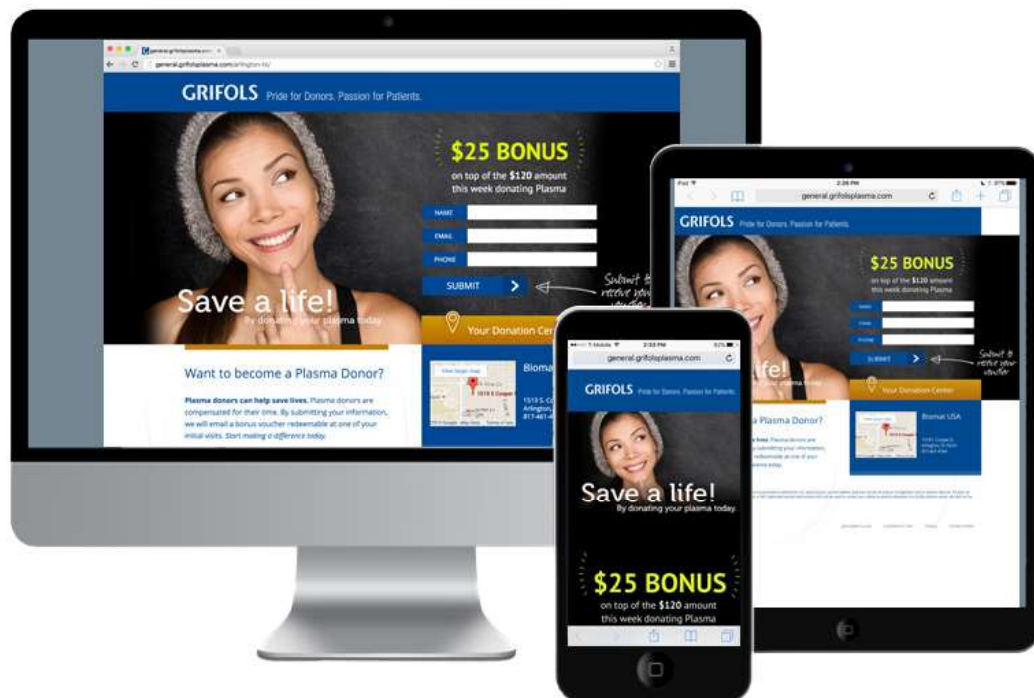
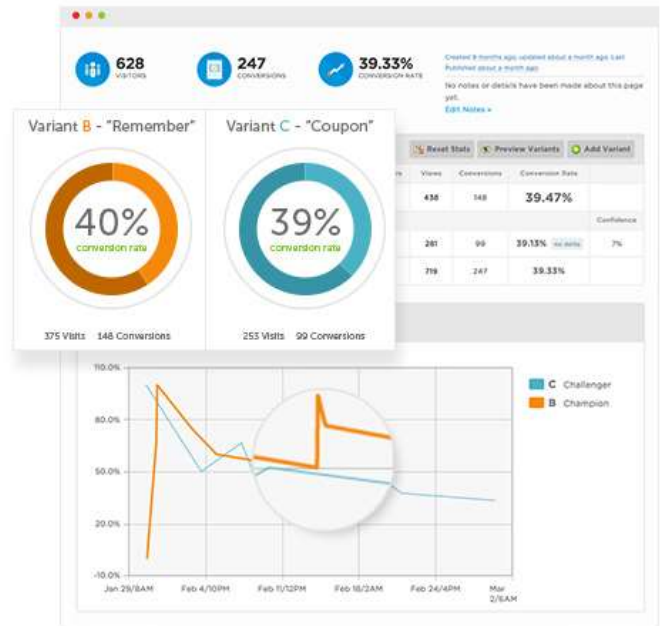


LANDING PAGE DESIGN

A critical component to conversion success is having a matching landing page that accurately reflects the messaging presented on the original ad. Most visitors are very impatient and will leave within a few seconds of arrival if you don't reinforce their mission with a matching headline and purpose (quickly and clearly).

While it is possible to serve ads without a corresponding landing page by just pointing to the main company website, it is statistically proven to reduce the impact of the advertising campaign.

Track and optimize conversion rates with split testing and campaign analysis to increase effectiveness of your marketing efforts.



Desktops



Tablets



Smart Phones

TRACKING PHONE NUMBERS

Track, Record and Automatically Analyze Phone Calls Online

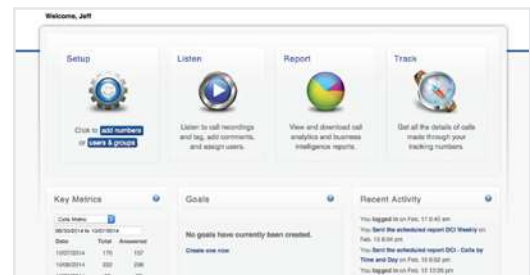
We helps smart advertisers and agencies get more data from their phone calls and do more with it. It's is the only call tracking platform to automatically analyze the content of a call and automate actions from the results. Gauge lead quality and track conversions to prove ROI and improve marketing results.

Prove Marketing ROI

Call tracking proves marketing ROI by measuring which campaigns drive phone calls. A phone call is the best lead source, but there's often a blackhole in marketing attribution when a lead picks up the phone. Get out of the dark and improve advertising spend by knowing which campaigns drive phone calls. Our award-winning interface makes it easy to manage campaigns and access marketing analytics.

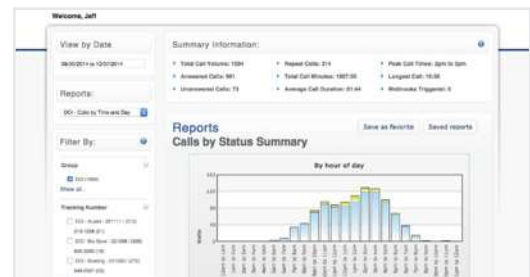
Automatically Analyze Conversations

Step into the next generation of call tracking with Conversation Analytics, exclusive to us. Conversation Analytics analyzes phone conversations with speech analytics and thousands of phrase and phonetic algorithms. Call tracking tells what happened before the call, Conversation Analytics tells you what happens ON the call. Automatically learn conversion rates, gauge lead scores, identify missed opportunities, and analyze 45+ other call events.



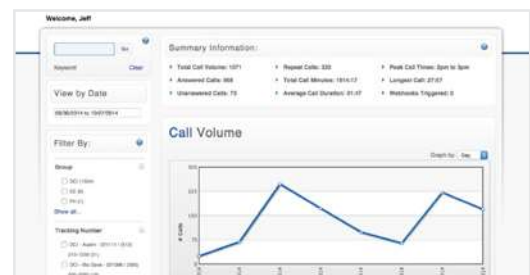
SMARTER CALL TRACKING

Optimize the entire lead cycle from prospect to closed sale. Call recording, tagging, scoring, and commenting.



SMARTER MARKETING ANALYTICS

Campaign ROI goals and call tags for meta-data. 30+ reports for more insight and better decisions.



DIRECT MAIL CAMPAIGN CHECKLIST

DONE?	TASK	DESCRIPTION
<input type="checkbox"/>	DETERMINE GOAL	Define Success: Phone call, web visit, sale, etc
<input type="checkbox"/>	SET CAMPAIGN BUDGET	Determine your direct mail campaign budget. Consider the total reach (number of prospects) of your campaign, the total number of impressions (number of times you will mail to each prospect), and the timeline for each mailing
<input type="checkbox"/>	RESEARCH COMPETITION	How does their offer compare to yours. Discover opportunities to differentiate your business and leverage weaknesses.
<input type="checkbox"/>	CHOOSE PERFECT AUDIENCE	If not 100% sure, contact us and we will help.
<input type="checkbox"/>	EFFECTIVE OFFER	Choose an effective, unique offer that should pique the interest of the targeted audience you've selected. (If you're not sure, ask yourself if YOU would redeem your offer!)
<input type="checkbox"/>	DEVELOP LEAD FOLLOW UP PLAN	Who is in charge of responding to new leads or inquiries from your direct mail campaign? And how? Prepare a lead follow-up plan and make it the law. Give them a heads up.
<input type="checkbox"/>	DEVELOP SALES COPY	It is IMMEDIATELY clear what my businesses does and is offering when prospects glance at my mail piece.
<input type="checkbox"/>	DEVELOP CREATIVE	The message, branding, and colors on my mail piece are eye-catching and relevant to my target audience.
<input type="checkbox"/>	STRONG CALL TO ACTION	Make sure you are telling your reader exactly what you want them to do next. (Example: Schedule an appointment today! Or: Visit www.mywebsite.com for a free quote!)
<input type="checkbox"/>	DEVELOP LANDING PAGE	Create a dedicated landing page for your website (where applicable) for the campaign. Do not use a generic homepage when promoting a specific offer or Call To Action.
<input type="checkbox"/>	ORDER TRACKING PHONE #	Order a dedicated phone number to track how many calls the campaign generated.
<input type="checkbox"/>	PREPARE "MATCHING" SUPPORT EFFORTS	Integrated marketing campaigns are more effective. Use social media, email blasts, videos, etc to further promote your campaign.
<input type="checkbox"/>	PREPARE FOR LAUNCH	Ensure that adequate inventory, supplies, human resources, etc. are available during the "in home" date range for your campaign.
<input type="checkbox"/>	DETERMINE RESPONSE TRACKING METHODOLOGY	How will you track response? Phone call tracking? Web visit? Form submission?